Bachelor of Exercise and Movement Science/ Bachelor of Business (IX17)

Year offered: 2010
Admissions: Yes
CRICOS code: 070078J
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,838 (indicative) per semester
Domestic Entry: February
International Entry: February
Past rank cut-off: 79
Past OP cut-off: 11
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and Maths 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: 384
Course coordinator: Dr Ian Renshaw (ExMovementSc); Dr Erica French (Director of Studies, Faculty of Business); see BS05 for discipline coordinators in Business; HMS enrolment queries to email: enquirieshms@qut.edu.au or phone: 07 3138 4697
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)

Overview
IX17 Bachelor of Exercise and Movement Science/ Bachelor of Business will replace IX47 Bachelor of Applied Science (in Human Movement Science)/ Bachelor of Business from 2010 for all commencing students.

The four year Bachelor of Exercise and Movement Science/ Bachelor of Business combines the major elements of the single degrees in business and in exercise and movement science. It provides students with general business theory and skills and with both foundation knowledge in the exercise and movement sciences and their applications to health and wellness, or sport science and performance assessment.

Career outcomes
Graduates of this four-year program pursue a broad range of careers including those in corporate and community health, wellness and fitness, and sports performance. The course is intended to prepare students for careers spanning the whole range of business to more specialised occupations in exercise, sport or health. Students will be well prepared for entrepreneurial or management roles in professional and community sporting organisations, the fitness industry, private or government health organisations, and private practices.

Course Design
Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Exercise and Movement Science program and 192 credit points from the Bachelor of Business program.

Business: Students must complete the 96 credit points Faculty Core Units in the Business program together with a 96 credit points Major.

Professional recognition
Business component: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. Click on the link for more information www.bus.qut.edu.au/study/currentstude/profrecognition.jsp

Pathways
Graduates can apply for admission to the HM44 Bachelor of Clinical Exercise Physiology if they should wish to achieve full Exercise Physiologist status.

Deferment
QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience.

Non-year 12 students may also request to defer their QTAC offer on the basis of demonstrated special circumstances.

Find out more on deferment.

Further information
For information about this course, please call the School of Human Movement Studies on +61 7 3138 4697 or email enquirieshms@qut.edu.au OR the Faculty of Business 61 7 3138 2050 or email bus@qut.edu.au

Course structure
| Year 1, Semester 1 | | Business Faculty Core Unit |
|-------------------|--------------------------|
| HMB171            | Fitness Health and Wellness |
| LSB131            | Anatomy |
|                   | Business Faculty Core Unit |
|                   | Business Faculty Core Unit |

| Year 1, Semester 2 | | Business Faculty Core Unit |
|-------------------|--------------------------|
| HMB172            | Nutrition and Physical Activity |
| LSB231            | Physiology |
|                   | Business Faculty Core Unit |
|                   | Business Faculty Core Unit |

| Year 2, Semester 1 | | Business Faculty Core Unit |
|-------------------|--------------------------|
| HMB271            | Foundations of Motor Control, Learning and Development |
| HMB274            | Functional Anatomy |
|                   | Business Faculty Core Unit |
|                   | Business Faculty Core Unit |

| Year 2, Semester 2 | | Business Faculty Core Unit |
|-------------------|--------------------------|
| HMB272            | Biomechanics |
| HMB273            | Exercise Physiology 1 |
|                   | Business Faculty Core Unit |
|                   | Business Faculty Core Unit |

| Year 3, Semester 1 | | Business Faculty Core Unit |
|-------------------|--------------------------|
| HMB382            | Principles of Exercise Prescription |
| PYB012            | Psychology |
|                   | Business Faculty Core Unit |
|                   | Business Faculty Core Unit |

| Year 3, Semester 2 | | Business Faculty Core Unit |
|-------------------|--------------------------|
| HMB275            | Exercise and Sport Psychology |
| HMB282            | Resistance Training |
|                   | Business Faculty Core Unit |
|                   | Business Faculty Core Unit |

| Year 4, Semester 1 | | Business Faculty Core Unit |
|-------------------|--------------------------|
| HMB470            | Practicum 1 |
|                   | List A Exercise and Movement Science Elective |
|                   | Business Faculty Core Unit |

| Year 1, Semester 2 | | Business Faculty Core Unit |
|-------------------|--------------------------|
| HMB276            | Research in Human Movement |
|                   | List A Exercise and Movement Science Elective |
|                   | Business Faculty Core Unit |
|                   | Business Faculty Core Unit |

<table>
<thead>
<tr>
<th>List A - Exercise and Movement Science Electives</th>
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<tbody>
<tr>
<td>HMB361</td>
<td>Functional Anatomy 2</td>
</tr>
<tr>
<td>HMB362</td>
<td>Biomechanics 2</td>
</tr>
<tr>
<td>HMB371</td>
<td>Motor Control And Learning 2</td>
</tr>
<tr>
<td>HMB381</td>
<td>Exercise Physiology 2</td>
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</tbody>
</table>

### Accountancy Major

| Year 1 Semester 1 | | |
|-------------------|--------------------------|
| BSB110            | Accounting |
| BSB115            | Management |

| Year 1 Semester 2 | | |
|-------------------|--------------------------|
| BSB123            | Data Analysis |
| BSB126            | Marketing |

| Year 2 Semester 1 | | |
|-------------------|--------------------------|
| BSB111            | Business Law and Ethics |
| BSB113            | Economics |

| Year 2 Semester 2 | | |
|-------------------|--------------------------|
| AYB200            | Financial Accounting |
| AYB225            | Management Accounting |

| Year 3 Semester 1 | | |
|-------------------|--------------------------|
| EFB210            | Finance 1 |
| AYB221            | Computerised Accounting Systems |

| Year 3 Semester 2 | | |
|-------------------|--------------------------|
| AYB219            | Taxation Law |
| AYB340            | Company Accounting |

| Year 4 Semester 1 | | |
|-------------------|--------------------------|
|
## Queensland University of Technology

Brisbane Australia

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<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
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<td>AYB230</td>
<td>Corporations Law</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
</tbody>
</table>

### Advertising Major

#### Year 1 Semester 1
- BSB126  Marketing
- BSB113  Economics

#### Year 2 Semester 1
- BSB110  Accounting
- BSB115  Management

#### Year 2 Semester 2
- AMB200  Consumer Behaviour
- AMB220  Advertising Theory and Practice

#### Year 3 Semester 1
- AMB201  Marketing and Audience Research
- BSB111  Business Law and Ethics

#### Year 3 Semester 2
- AMB318  Advertising Copywriting
- AMB319  Media Planning

#### Year 4 Semester 1
- AMB320  Advertising Management
- AMB330  Advertising Planning Portfolio

#### Year 4 Semester 2
- AMB339  Advertising Campaigns
- BSB123  Data Analysis

### Economics Major

#### Year 1 Semester 1
- BSB113  Economics
- BSB115  Management

#### Year 1 Semester 2
- BSB124  Working in Business
- BSB123  Data Analysis

### Year 2 Semester 1
- BSB110  Accounting
- BSB111  Business Law and Ethics

### Year 2 Semester 2
- EFB222  Quantitative Methods For Economics and Finance
- EFB223  Economics 2

### Year 3 Semester 1
- EFB330  Intermediate Macroeconomics
- EFB331  Intermediate Microeconomics

### Year 3 Semester 2
- Choice units or remaining Business Faculty Core Units
- Choice units or remaining Business Faculty Core Units

### Year 4 Semester 1
- Choice units or remaining Business Faculty Core Units
- Choice units or remaining Business Faculty Core Units

### Year 4 Semester 2
- EFB338  Contemporary Application of Economic Theory
- Choice units or remaining Business Faculty Core Units

### Choice Units

Choose any three of the following:
- EFB332  Applied Behavioural Economics
- EFB333  Introductory Econometrics
- EFB334  Environmental Economics and Policy
- EFB336  International Economics
- EFB337  Game Theory and Applications

### Important Note:

Note: The remaining Business Faculty Core Units are BSB119 and BSB126 which must be completed.

### Finance Major

#### Year 1 Semester 1
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>BSB113</td>
<td>Economics</td>
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<tr>
<td>BSB115</td>
<td>Management</td>
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</tbody>
</table>

**Year 1 Semester 2**
- BSB124     | Working in Business                   |
- BSB126     | Marketing                             |

**Year 2 Semester 1**
- BSB110     | Accounting                            |
- BSB111     | Business Law and Ethics               |

**Year 2 Semester 2**
- BSB123     | Data Analysis                         |
- BSB119     | Global Business                       |

**Year 3 Semester 1**
- EFB222     | Quantitative Methods For Economics and Finance |
- EFB210     | Finance 1                             |

**Year 3 Semester 2**
- EFB201     | Financial Markets                     |
- EFB307     | Finance 2                             |

**Year 4 Semester 1**
- EFB223     | Economics 2                           |
- EFB335     | Investments                           |

**Year 4 Semester 2**
- EFB312     | International Finance                 |
- EFB340     | Finance Capstone                      |

**International Business Major**

**Year 1 Semester 1**
- BSB126     | Marketing                             |
- BSB119     | Global Business                       |

**Year 1 Semester 2**
- BSB110     | Accounting                            |
- BSB115     | Management                            |

**Year 2 Semester 1**
- BSB123     | Data Analysis                         |
- BSB124     | Working in Business                   |

**Year 2 Semester 2**
- BSB111     | Business Law and Ethics               |
- BSB113     | Economics                             |

**Year 3 Semester 1**
- MGB225     | Intercultural Communication and Negotiation Skills |
- AYB227     | International Accounting              |

**Year 3 Semester 2**
- AMB210     | Importing and Exporting               |
- EFB240     | Finance for International Business    |

**Year 4 Semester 1**
- AMB303     | International Logistics              |
- AMB336     | International Marketing              |
Year 4 Semester 2
MGB340 International Business in the Asia-pacific
AMB369 International Business Strategy

Management Major

Year 1 Semester 1
BSB113 Economics
BSB115 Management

Year 1 Semester 2
BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1
BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2
BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 3 Semester 2
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4 Semester 1
AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4 Semester 2
AMB336 International Marketing
AMB359 Strategic Marketing

Marketing Major

Year 1 Semester 1
BSB113 Economics
BSB126 Marketing

Year 1 Semester 2
BSB111 Business Law and Ethics

Year 2 Semester 1
BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2
BSB110 Accounting
BSB123 Data Analysis

Year 3 Semester 1
AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics
Year 3 Semester 2
AMB372  Public Relations Planning
AMB373  Corporate Communication

Year 4 Semester 1
AMB374  Global Public Relations Cases
AMB375  Public Relations Management

Year 4 Semester 2
AMB379  Public Relations Campaigns
BSB123  Data Analysis

Potential Careers:
Accountant, Advertising Professional, Banking and Finance Professional, Business Analyst, Business Development Officer, Director of Health Programs and Services, Economist, Facilities Manager, Fitness Assessor/Personal Trainer, Health Educator, Health Policy Officer, Health Promotion Officer, Human Resource Manager, Marketing Officer/Manager, Policy Officer, Public Health Program Manager, Public Relations Officer/Consultant, Sports Scientist.

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:** CMB200
**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

AMB210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia's economic development.
provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.
**Prerequisites:** BSB119 or CTB119  **Equivalents:** IBB210
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**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

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**  
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Equivalents:** AMB260  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**  
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB303 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.

**Prerequisites:** AMB210, IBB210, AMB240, or CTB240  
**Equivalents:** IBB303  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB318 ADVERTISING COPYWRITING**  
Prerequisites: AMB220 or COB308  
**Equivalents:** AMB221  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB319 MEDIA PLANNING**  
**Prerequisites:** AMB220  
**Equivalents:** AMB222  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB320 ADVERTISING MANAGEMENT**  
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
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 AMB321, and AMB319 or AMB222
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210
Equivalents: IBB213
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB339 ADVERTISING CAMPAIGNS
Prerequisites: AMB320 and AMB330
Equivalents: AMB321
Credit points: 12
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

AMB359 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.
Prerequisites: AMB340, and AMB335 or AMB241
Equivalents: AMB341
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB369 INTERNATIONAL BUSINESS STRATEGY
This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.
Prerequisites: AMB336, AMB303, IBB303, or IBB213
Equivalents: IBB300
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.
Prerequisites: ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.
Prerequisites: (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)
Equivalents: AMB360
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2
AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline’s practice and strengthen students' decision-making and critical thinking skills.

Prerequisites: AMB372, AMB261, or AMB262
Equivalents: AMB370 Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB375 PUBLIC RELATIONS MANAGEMENT
This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.

Prerequisites: AMB372 and AMB373, or AMB360
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.

Prerequisites: AMB374 or AMB370, and AMB201 or CTB201
Equivalents: AMB361
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB200 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.

Prerequisites: BSB110 or CTB110
Equivalents: AYB121
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AYB219 TAXATION LAW
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.

Prerequisites: BSB111 or CTB111
Antirequisites: LWB364
Equivalents: AYB325
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

AYB227 INTERNATIONAL ACCOUNTING
International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include:
comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide. 

Prerequisites: BSB110 or CTB110, and BSB119 or CTB119  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations. 

Prerequisites: BSB111 or CTB111  
Credit points: 12  
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: 3.5 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

AYB340 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. 

Prerequisites: AYB200 or AYB121  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

Antirequisites: BSD110, CNB293, UDB342  
Equivalents: CTB110  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM
BSB111 BUSINESS LAW AND ETHICS
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal principles and ethical decision-making processes relevant to modern business practice.
Antirequisites: AYB120  Equivalents: CTB111  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.
Antirequisites: BSD113  Equivalents: CTB113  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.
Antirequisites: BSD115  Equivalents: CTB115  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a. knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.
Antirequisites: BSB116, BSB112  Equivalents: CTB119  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB123 DATA ANALYSIS
The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.
Antirequisites: BSB117, BSB122, CTB122, EFB101, MAB101, MAB141,MAB233  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB124 WORKING IN BUSINESS
This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does “Working in Business” give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.
Antirequisites: BSB114, CTB114, HHB113  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.
Antirequisites: BSB116 Equivalents: CTB126 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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 Teaching period: 2010 SEM-1 and 2010 SEM-2

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 Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233 Antirequisites: EFB101 Credit points: 12 Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB223 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.
Prerequisites: BSB113 or CTB113 Equivalents: EFB102 Credit points: 12 Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB240 FINANCE FOR INTERNATIONAL BUSINESS
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.
Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122) Antirequisites: EFB312, MIB202 Equivalents: IBB202 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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 SUM

EFB330 INTERMEDIATE MACROECONOMICS
Prerequisites: EFB223 or EFB102 Equivalents: EFB202 Credit points: 12 Teaching period: 2010 SEM-1
EFB331 INTERMEDIATE MICROECONOMICS
Prerequisites: EFB223 or EFB102  Equivalents: EFB211
Credit points: 12  Teaching period: 2010 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
Prerequisites: EFB223 or EFB102  Credit points: 12
Teaching period: 2010

EFB333 INTRODUCTORY ECONOMETRICS
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.
Prerequisites: EFB222 or EFB101  Antirequisites: EFB200
Credit points: 12  Teaching period: 2010 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
Prerequisites: EFB223 or EFB102  Credit points: 12
Teaching period: 2010

EFB335 INVESTMENTS
Prerequisites: EFB307  Antirequisites: EFB318
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB336 INTERNATIONAL ECONOMICS
Prerequisites: EFB330 or EFB202, and EFB331 or EFB211  Antirequisites: EFB314
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
Prerequisites: EFB331 or EFB211  Credit points: 12
Teaching period: 2010 SEM-2

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC 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.
Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211
Equivalents: EFB329  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

EFB340 FINANCE CAPSTONE
Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period.  Credit points: 12
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

HMB171 FITNESS HEALTH AND WELLNESS
The dimensions and interrelationships of health, physical activity and wellness are studied. Basic principles of conditioning and exercise prescription necessary to demonstrate the impact of physical activity on lifestyle diseases, health behaviours and wellness are examined. Principles and theory of behaviour change are employed.
Credit points: 12  Contact hours: 3-4 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

HMB172 NUTRITION AND PHYSICAL ACTIVITY
This unit is an introduction to principles of nutrition in relation to the physical activity setting, and the role of nutrition and physical activity in weight management. This unit also covers the essential elements of child growth and development (auxology) in relation to nutrition and health. The unit is designed to underpin studies in exercise physiology and sports nutrition.
Credit points: 12  Contact hours: 3 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

HMB271 FOUNDATIONS OF MOTOR CONTROL, LEARNING AND DEVELOPMENT
This unit introduces students to the behavioural and neural bases of movement control through an examination of the central nervous and neuromuscular systems, hierarchical control, human information processing and dynamical systems. It covers elements of sensory mechanisms related to movement. Foundations of motor learning and adaptation are introduced, linking underlying mechanisms of learning with principles that may be applied in teaching, coaching and rehabilitation.
Prerequisites: LSB131 or LSB231 or LSB255  Credit points: 12  Contact hours: 4 per week
Campus: Kelvin Grove  Teaching period: 2010 SEM-1

HMB272 BIOMECHANICS
This unit includes the application of mechanics as they apply to Human Movement including: kinematics and dynamics of human body models; quantitative analysis;
impact; work and power; fluid dynamics; material properties. **Prerequisites:** LSB131  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**HMB273 EXERCISE PHYSIOLOGY 1**

This unit describes the immediate physiological responses to exercise, and the adaptations that occur with long-term exercise training. Exercise places a demand on the human body to provide sufficient energy to perform. The metabolic, hormonal, cardiovascular and pulmonary systems must adapt to meet the challenge of homeostasis. The active skeletal muscle must increase extraction and utilisation of oxygen and other fuels, the cardiovascular system must respond to improved gas and fuel transport, and lung function must change to facilitate increased respiratory gas exchange.

NOTE for Summer Semester students: Teaching will not commence until January 2010, but some unit information will be available from 16 November 2009.

Students wishing to enrol up to the beginning of January will need to email enquirieshms@qut.edu.au  **Prerequisites:** LSB231 or LSB142  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SUM-2, 2010 SEM-2 and 2010 SUM-1

**HMB274 FUNCTIONAL ANATOMY**

This unit includes the following: surface anatomy of the trunk and upper and lower limb; morphological and mechanical properties of bone, muscle-tendon units with implications for physical activity; joint structure and function; analyses of movement tasks including walking and running; cinematography and electromyography in functional anatomy of movement tasks.  **Prerequisites:** LSB131 or LSB255  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**HMB275 EXERCISE AND SPORT PSYCHOLOGY**

This unit includes the following: introduction to the psychological factors which influence performance, participation and adherence to both sport and exercise programs; personality and the athlete; attention and arousal; relaxation theory and practice; aggression and psycho-social development; leadership and team cohesion.  **Prerequisites:** PYB100 or PYB012 or EDB002  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**HMB276 RESEARCH IN HUMAN MOVEMENT**

This unit includes principles of research: purposes, philosophy, applications. It addresses quantitative research including basic statistics, descriptives, ANOVA, correlation, regression and non-parametrics, and basic research design hypothesis testing. Qualitative research includes methodology, data collection, and theory building. Research presentation includes: writing a research report and developing conclusions. This unit also considers application of research, examples in human movement, related literature, computer data analysis, and information retrieval.  **Prerequisites:** LSB131  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**HMB282 RESISTANCE TRAINING**

This unit aims to equip students with the basic knowledge, skills and competencies required for exercise prescription in resistance training for muscular fitness. Students build on prior knowledge of biomechanics, anatomy, physiology and motor control to develop understanding of the mechanical and physiological determinants of muscular fitness. The unit incorporates a blend of theoretical background, practical knowledge and skills in the main areas of muscular hypertrophy, strength, power and endurance. This understanding is then used to critically analyse resistance training programs.  **Prerequisites:** LSB131  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**HMB361 FUNCTIONAL ANATOMY 2**

This is a project-based unit designed to enable students with a background in functional anatomy to develop greater expertise in one or a combination of the following areas: electromyography; orthopaedic biomechanics; kinesiology of sport and work; comparative functional anatomy; locomotion and posture; research techniques in functional anatomy.  **Prerequisites:** HMB274  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**HMB362 BIOMECHANICS 2**

This unit includes the following: measurement techniques within biomechanics; analysis of force systems; photographic, goniometric and electrophysiological analysis of movement; an introduction to viscoelasticity and biological materials; material properties; mass and inertial characteristics of the human body; applied aspects of biomechanics undertaken from a research project perspective.  **Prerequisites:** HMB272 and HMB274  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**HMB371 MOTOR CONTROL AND LEARNING 2**

This is an advanced unit which provides an in-depth view of theories and concepts in motor learning and control; how we control actions in both everyday and skilled behaviours, and how this capability is acquired. This course provides a
multidisciplinary perspective, drawing on research from psychology, neuroscience, biomechanics, robotics, neural networks and medicine. The unit is organised around the theme of sensorimotor integration as related to posture and balance, locomotion and arm movements such as reaching, grasping and pointing.

Prerequisites: HMB271  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

HMB381 EXERCISE PHYSIOLOGY 2
This unit examines the integrated regulation of the organ system examined in Exercise Physiology 1. Within this integrated perspective current research areas will be highlighted, including but not limited to (1) exercise performance and environmental stress, (2) special aids to exercise training and performance, and (3) limitations to exercise in healthy normal individuals, elite athletes and selected patient populations.

Prerequisites: HMB273  Credit points: 12  Contact hours: 3-4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

HMB382 PRINCIPLES OF EXERCISE PRESCRIPTION
In this unit, students examine the physiological principles and methods used in training and conditioning programs at all levels of physical activity. The integration of fitness assessment and exercise prescription is a major component of the unit, introducing the student to these requirements in the context of aerobic conditioning, resistance training, weight loss and flexibility. There is a strong emphasis on putting theory into practice, including the development and utilisation of appropriate practical skills in both fitness assessment and exercise prescription.

Prerequisites: HMB273 and HMB282  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

HMB470 PRACTICUM 1
In the first of the Human Movement dedicated practicum units, students undertake in-depth experience at two different workplaces (40 hours each) while maintaining ongoing involvement in the School's clinics (20 hours). The student is provided with an extended opportunity to apply classroom learned knowledge and skills under the supervision of Human Movement Practitioners. Workplace involvement is preceded by a vocational skill seminar and workshop program while an interactive analysis program is instigated post practicum.

Prerequisites: HMB382  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

LSB131 ANATOMY
This unit includes basic concepts of anatomy: an overview of the structure of cells, body tissues, and body systems; aspects of surface anatomy which are relevant to human movement; musculoskeletal systems.

Antirequisites: LSB142, LSB182, LSB258  Equivalents: LSB145  Credit points: 12  Contact hours: 5 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

LSB231 PHYSIOLOGY
This unit covers the general physiological principles such as homeostasis and how all systems in the body contribute to it. Topics include cells, transport processes, cardiovascular system, cardiac electrical activity, cardiac output, regulation of blood pressure, respiratory system, endocrine system, pulmonary ventilation and its function.

Antirequisites: LSB250  Equivalents: LSB245  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

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.

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

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
Antirequisites: AMB201, CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

MGB223 ENTREPRENEURSHIP AND INNOVATION
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.
Prerequisites: BSB115 or CTB115
Equivalents: CTB223
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.
Prerequisites: BSB115, CTB115, BSB119 or BSB124
Antirequisites: MGB312
Credit points: 12
Contact hours: 3
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB309 STRATEGIC MANAGEMENT
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.
Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232
Antirequisites: MIB314
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.
Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232
Antirequisites: MIB334, CTB334, MGB212
Credit points: 12
Contact hours: 3
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-2

MGB320 RECRUITMENT AND SELECTION
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to
enable the best strategies to be developed.  
**Prerequisites:** MGB339 or MGB221  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS  
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.  
**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

MGB335 PROJECT MANAGEMENT  
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.  
**Prerequisites:** (MGB210 and MGB309) or (MGB210 and AMB303)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

MGB339 PERFORMANCE AND REWARD  
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.  
**Prerequisites:** MGB201, MGB207, or CTB207  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1

MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC  
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.  
**Prerequisites:** MGB225, IBB205, IBB217, or IBB208  
**Antirequisites:** IBB317  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT  
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.  
**Prerequisites:** MGB331 and BSB124  
**Equivalents:** MGB315  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1 and 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