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

Year offered: 2013
Admissions: Yes
CRICOS code: 070078J
Course duration (full-time): 4 years
Domestic Fees (indicative): 2013: CSP $4400 (indicative) per Semester (48 credit points)

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-1-student-services-and-amenities-fee

Additional costs You'll need to pay some costs on top of your course fees. Additional course costs - http://qut.edu.au/study/fees-and-scholarships/additional-compulsory-course-costs

Start month: February
QTAC code: 409322
Past rank cut-off: 82
Past OP cut-off: 9
OP Guarantee: Yes
Deferment allowed: Yes
Total credit points: 384
Standard credit points per full-time semester: 48

Course coordinator: Exercise and Movement Science: exercise@qut.edu.au or phone: 07 3138 4831; Business: QUT Business School - bus@qut.edu.au or 07 3138 2050
Discipline coordinator: Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Dr Kim Johnston (Public Relations)
Campus: Gardens Point and Kelvin Grove
Attendance: Full-time

Assumed knowledge: Maths B, English
Assumed knowledge notes: Also assumed knowledge: one of Chemistry, Physics or Biology Recommended study: Health Education or Physical Education We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA). Accountancy, Finance, Economics and Marketing majors require 4 SA in Maths A, B or C.
For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course requirements

Working with Children Check: Blue Card A Blue Card will be required if the placement component of this course involves working with children or young people. There's no cost if you apply through QUT.

Submit your Blue Card application to the QUT Student Centre as early as possible - ideally, as soon as you've received your offer.

If you don't receive your Blue Card before the start of a unit that requires contact with children, you may be unable to participate and your grades may be affected. You may also still have to pay fees for the unit.


First aid
Students are required to have a current Senior First Aid Certificate (or equivalent) which includes cardiopulmonary resuscitation (CPR) prior to the commencement of their first placement. The certificate is to be updated every 3 years with the CPR component updated every 12 months. Students will need to cover this cost.

Uniform
A QUT T-shirt is required for Exercise and Movement Science and Clinical Exercise Physiology courses. - http://qut.edu.au/study/fees-and-scholarships/additional-compulsory-course-costs Students will need to cover this cost.

Orientation camp First year students have the option of attending an orientation camp.? Students will need to cover this cost.

Off-campus placements
Students will be required to undertake placements off campus and will need to cover travel and accommodation costs.

Clinical placements with Queensland Health Students undertaking a clinical placement in a Queensland Health facility are required to complete The Essentials - http://www.health.qld.gov.au/sop/2html/eprfs.asp component of the student orientation package.

Course highlights
- Combine skills and knowledge in exercise and sports science with a comprehensive commercial business background.
- Complete 2 degrees in 4 years full-time.
- Study health and wellness, sports science and performance analysis, or research in exercise and movement science.
- Major in accountancy, advertising, economics, finance, human resource management, international business, management, marketing, or public relations.

Details:

Career options
The Bachelor of Exercise and Movement Science provides skills for a career in a range of exercise and sports science settings such as corporate health and fitness, family and community services, the health and fitness industry, government agencies, state sporting associations, rehabilitation clinics, institutes of sport, universities and colleges, and personal training.

The business degree will give you a broad base of commercial knowledge making you more attractive to employers, even if you wish to work predominantly in the health science area. You also have the opportunity to major in a specific business area. For more information on careers in business, please refer to the QUT Business School course booklet.

Professional recognition
Depending on your choice of business major, you may be eligible for membership of a number of business professional bodies.

Structures and Units

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 Business School Core Units in the Business program together with a 96 credit point Major.

HMB172 Nutrition and Physical Activity
LSB231 Physiology
Business Unit
Business Unit

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

Year 2, Semester 2
HMB273 Exercise Physiology 1
HMB282 Resistance Training
Business Unit
Business Unit

Year 3, Semester 1
HMB382 Principles of Exercise Prescription
PYB100 Foundation Psychology
Business Unit
Business Unit

Year 3, Semester 2
HMB272 Biomechanics
HMB385 Principles of Exercise Programming
Business Unit
Business Unit

Year 4, Semester 1
HMB274 Research in Human Movement
HMB470 Practicum 1
Business Unit
Business Unit

Year 4, Semester 2
HMB275 Exercise and Sport Psychology
List A Exercise and Movement Science Elective
Business Unit
Business Unit

List A - Exercise and Movement Science Electives

List A - Exercise and Movement Science Electives
<table>
<thead>
<tr>
<th>Course Code</th>
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<td>Biomechanics 2</td>
</tr>
<tr>
<td>HMB371</td>
<td>Motor Control And Learning 2</td>
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<tr>
<td>HMB381</td>
<td>Exercise Physiology 2</td>
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**Accountancy Major**

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<tbody>
<tr>
<td>Year 1</td>
<td>BSB110 Accounting</td>
</tr>
<tr>
<td></td>
<td>BSB115 Management</td>
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<tr>
<td>Semester 2</td>
<td>BSB123 Data Analysis</td>
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<td></td>
<td>BSB126 Marketing</td>
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<tr>
<td>Year 2</td>
<td>BSB111 Business Law and Ethics</td>
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<td>BSB113 Economics</td>
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<tr>
<td>Year 2</td>
<td>AYB200 Financial Accounting</td>
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<td>AYB225 Management Accounting</td>
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<tbody>
<tr>
<td>Year 3</td>
<td>EFB210 Finance 1</td>
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<tr>
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<td>AYB221 Computerised Accounting Systems</td>
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<td>AYB340 Company Accounting</td>
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<td>AYB301 Audit and Assurance</td>
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<td>AYB311 Financial Accounting Issues</td>
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**Advertising Major**

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<tr>
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<td>Year 4 Semester 1</td>
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**Economics Options List**

- Quantitative Economics Units
- Quantitative Methods For Economics and Finance
- Applied Behavioural Economics
- Introductory Econometrics
- Game Theory and Applications
- Applied Economics Units
- Financial Markets
- Economics for the Real Word
- Environmental Economics and Policy
- International Economics

**Finance Major**

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<th>BSB113</th>
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**Human Resource Management Major**

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## 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

## Marketing Major

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

### Year 1 Semester 2
- BSB111  Business Law and Ethics
- BSB115  Management

### Year 2 Semester 1
- BSB119  Global Business
- BSB124  Working in Business

### Year 2 Semester 2
- BSB110  Accounting
- 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

**Public Relations Major**

**Year 1 Semester 1**

**BSB119** Global Business

**BSB126** Marketing

**Year 1 Semester 2**

**BSB110** Accounting

**BSB115** Management

**Year 2 Semester 1**

**BSB113** Economics

**BSB124** Working in Business

**Year 2 Semester 2**

**AMB263** Introduction To Public Relations

**AMB264** Public Relations Techniques

**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, 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 or CTB126 or BSB116 or BSB117

**Antirequisites:** MIB204

**Equivalents:** AMX200, CTB200

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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, or BSB116 or BSB117

**Antirequisites:** MIB305, MGB220, COB334

**Equivalents:** AMX201, CTB201

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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 or CTB126 or BSB116 or BSB117 **Antirequisites:** COB207, MIB309 **Equivalents:** AMX202 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point and Caboolture **Teaching period:** 2013 SEM-1 and 2013 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:** AMX210, IJB210 **Credit points:** 12 **Campus:** Gardens Point **Teaching period:** 2013 SEM-1 and 2013 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 **Equivalents:** AMX220 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2013 SEM-1 and 2013 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:** AMX240, CTB240 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point and Caboolture **Teaching period:** 2013 SEM-1 and 2013 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, AMX263 **Credit points:** 12 **Campus:** Gardens Point **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**
This unit focuses on writing for audiences - including the media - on behalf of organisations. It introduces foundational public relations skills such as research, developing key messages, writing and editing. This unit may be taken with AMB263 Introduction to Public Relations, especially by students undertaking the Public Relations major. AMB264 may also be taken by students doing a Public Relations minor, or as a stand alone unit by students in other disciplines. **Prerequisites:** BSB126, CTB126, BSB116, or BSB117 **Antirequisites:** AMB261, AMB262 **Equivalents:** AMX264 **Credit points:** 12 **Campus:** Gardens Point **Teaching period:** 2013 SEM-1 and 2013 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:** AMX303, IBB303  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB318 ADVERTISING COPYWRITING

There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.  
**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221, AMX318  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB319 MEDIA PLANNING

This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.  
**Prerequisites:** AMB220  
**Equivalents:** AMB222, AMX319  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB320 ADVERTISING MANAGEMENT

Advertising Management is designed to shift student thinking from a tactical to a strategic level. Instead of taking the approach of, “This is what happens in advertising”, it challenges students by raising important contemporary issues in advertising management practice and asking, “What should be done?”. Advertising Management is an issues-based unit, which uses case analysis to foster critical thinking and problem solving. It encourages students to understand and take ownership of the advertising management process and, in doing so, build a better advertising industry.  
**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Equivalents:** AMX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB330 ADVERTISING PLANNING PORTFOLIO

This advanced unit leverages and extends the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores the digital environment, interrogates digital platforms and integrates critical research, planning and an understanding of analytics into digital campaign development. This digital understanding is then applied in two ways. Firstly, students draw from critical thinking and problem solving skills to critique digital campaigns and agency best practice in a weekly blog. Secondly students apply their understanding to develop a digital portfolio in their chosen vocational area.  
**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

### AMB335 E-MARKETING STRATEGIES

E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.  
**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Equivalents:** AMB241, AMX335  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB336 INTERNATIONAL MARKETING

The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.  
**Prerequisites:** AMB240, CTB240, AMB210, or IBB210  
**Equivalents:** AMX336, IBB213  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### AMB339 ADVERTISING CAMPAIGNS

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

**Prerequisites:** AMB320 and AMB330  
**Equivalents:** AMB321, AMX339  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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:** AMX340, CTB340  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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, AMX359  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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:** AMX369, IBB300  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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)  
**Equivalents:** AMX372  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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, AMX373  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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, AMX374  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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
Equivalents: AMX375  Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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, AMX379  Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines the accounting concepts and procedures for the preparation of external financial reports relevant to both partnership and corporate structures within the context of the Australian accounting profession's conceptual framework, the relevant accounting standards, and Corporations Law requirements. Topics include: the formation, operation, and financial reporting requirements for both partnerships and companies; accounting for leases; and the professional role of accountants.

Prerequisites: BSB110 or CTB110  Equivalents: AYB121, AYX200  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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 also provides a brief overview of the taxation of partnerships, trusts and companies and an overview of 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, AYX219  Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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 resources such as as CasWorkX on Accounting Information Systems Cycles.

Prerequisites: BSB110 or CTB110  Antirequisites: AYN443  Equivalents: AYX221  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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  Equivalents: AYX225  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1 and 2013 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  Equivalents: AYX227  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

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  **Antirequisites**: LWB334  **Equivalents**: AYX230  **Credit points**: 12  **Campus**: Gardens Point  **Teaching period**: 2013 SEM-1 and 2013 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 or INB120) and (AYB340 or AYB220)  **Equivalents**: AYX301  **Credit points**: 12  **Contact hours**: 3 per week  **Campus**: Gardens Point  **Teaching period**: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**AYB311 FINANCIAL ACCOUNTING ISSUES**
This unit examines accounting theories and reporting practices adopted in the financial statements of reporting entities, focusing on publicly listed companies that communicate information to meet the decision making needs of external parties. Emphasis is placed on developing an understanding of, and the ability to critically evaluate, how regulatory requirements and incentives affect financial reporting. The unit overviews the different governance models of corporations and relates them to their financial reporting environment. Touching on accounting theories and their evolution it seeks to explain accounting policies made by managers This framework provides a basis for examining specific accounting issues with a emphasis on both the application of specific accounting measurement models (historic cost versus fair value) or regulatory provisions (continuous disclosure requirements). The unit concludes by analysing some of the most recurrent issues of debate in the international arena. **Prerequisites**: AYB340 or AYB220  **Equivalents**: AYX311  **Credit points**: 12  **Contact hours**: 3.5 per week  **Campus**: Gardens Point  **Teaching period**: 2013 SEM-1 and 2013 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; strategic planning and budgetary systems; pricing and product mix decisions; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC) and the balanced scorecard (BSC); and appreciating the research on the benefits and problems with ABC and the BSC. **Prerequisites**: AYB225  **Equivalents**: AYX321  **Credit points**: 12  **Contact hours**: 3 per week  **Campus**: Gardens Point  **Teaching period**: 2013 SEM-1 and 2013 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; segment reporting; the translation of the results of foreign operations; and liquidation. **Prerequisites**: AYB200 or AYB121  **Equivalents**: AYX340  **Credit points**: 12  **Campus**: Gardens Point  **Teaching period**: 2013 SEM-1 and 2013 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**: BSX110, CTB110  **Credit points**: 12  **Contact hours**: 3 per week  **Campus**: Gardens Point and Caboolture  **Teaching period**: 2013 SEM-1, 2013 SEM-2 and 2013 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. **Prerequisites**: BSB111 or CTB111  **Antirequisites**: LWB334  **Equivalents**: AYX230  **Credit points**: 12  **Contact hours**: 3 per week  **Campus**: Gardens Point  **Teaching period**: 2013 SEM-1 and 2013 SEM-2
Antirequisites: AYB120, LWS009, LWB145
Equivalents: BSX111, CTB111  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: BSX113, CTB113, UDB104  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: BSX115, CTB115  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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, BSD119  Equivalents: BSX119, CTB119  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture

Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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  Equivalents: BSX123  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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, BSD124  Equivalents: BSX124  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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,BSD126  Equivalents: BSX126, CTB126  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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  Equivalents: EFX201
Credit points: 12  Contact hours: 3 per week
Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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)  Equivalents: EFX210  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.
Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233  Antirequisites: EFB101  Equivalents: EFX222  Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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 or UDB104  Equivalents: EFB102, EFX223  Credit points: 12
Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

EFB225 ECONOMICS FOR THE REAL WORLD
In this unit economic concepts and theories at the introductory level will be used to forensically and critically investigate current social and public issues of interest. These issues relate to consumer choice, business procuring strategies, education, inequality, unemployment and poverty, population policy, tax reform, economic growth, the environment and globalisation.
Prerequisites: BSB113 or CTB113  Equivalents: EFX225
Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-2

EFB226 ENVIRONMENTAL ECONOMICS AND POLICY
The unit introduces students to some of the current environmental and natural resource issues confronting society and how planners and decision-makers could better understand and address these problems using economics. This unit demonstrates that economics has a major role to play in helping us to understand and solve some of the environmental problems facing societies. It will be demonstrated that economics can often be used to help protect the environment rather than harm it. The unit would benefit those who wish to work either in the public or the private sector.
Prerequisites: BSB113  Equivalents: EFB334, EFX334, EFX226  Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1

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)  Antirequisites: EFB312, MIB202  Equivalents: EFX240, IBB202  Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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    Equivalents: EFX307    Credit points: 12    Campus: Gardens Point    Teaching period: 2013 SEM-1 and 2013 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    Equivalents: EFX312    Credit points: 12    Campus: Gardens Point    Teaching period: 2013 SEM-1 and 2013 SEM-2

EFB330 INTERMEDIATE MACROECONOMICS
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.
Prerequisites: EFB223 or EFB102    Equivalents: EFB202, EFX330    Credit points: 12    Campus: Gardens Point    Teaching period: 2013 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
This unit is designed to develop students’ understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which economics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.
Prerequisites: EFB223 or EFB102    Equivalents: EFB211, EFX331    Credit points: 12    Campus: Gardens Point    Teaching period: 2013 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
This unit is designed to expose students to current and practical applications of behavioural economics that can be used to improve the understanding of important topics in the area of sports, arts and entertainment. It uses an economic approach to explore topics such as superstardom, fakes, fads and herding behaviour, favouritism, awards and creativity, pressure, pay and performance, positional concerns or outcome uncertainty. The theories and methodological tools learned in this unit can also be applied to other economic areas and industries.
Prerequisites: EFB337 or EFB222    Equivalents: EFX332    Credit points: 12    Campus: Gardens Point    Teaching period: 2013 SEM-2

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    Equivalents: EFX333    Credit points: 12    Campus: Gardens Point    Teaching period: 2013 SEM-1

EFB335 INVESTMENTS
This unit advances the students’ understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.
Prerequisites: EFB307 and EFB222    Antirequisites: EFB318    Equivalents: EFX335    Credit points: 12    Campus: Gardens Point    Teaching period: 2013 SEM-1 and 2013 SEM-2

EFB336 INTERNATIONAL ECONOMICS
International economics advances student understanding of global markets and positions through theories and analyses of trade, intervention, currencies, current transactions, capital positions and obligations in an interdependent world.
Through considerations of international positions and competitiveness the unit develops a framework for understanding of the prospects and challenges facing firms, organisations, institutions and governments active in the international economy and of the wider issues of global progress and stagnation.

Prerequisites: EFB223 or EFB240 or EFB201
Antirequisites: EFB314
Equivalents: EFX336
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
This unit presents the basic concepts of game theory and its application to economic phenomena, focussing on how individuals and firms deal with uncertainty and situations involving strategic interactions. The theoretical concepts are illustrated with applications from both the private and public sectors. Contents include the economics of uncertainty and information, asymmetric information, auctions, bargaining, markets and competition.
Prerequisites: EFB223
Equivalents: EFX337
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
EFB338 is a unit designed to summarize your studies in economics. The unit comprises usually of three or more topics of current research in economics. The topics cover micro and macro economics, trends in current theoretical, empirical and economic policy research. The unit is designed to develop your ability to summarise, evaluate and criticise research findings as well as to introduce you to how research in economics evolves to allow you to keep up with the progress made in economics after your degree.
Prerequisites: (EFB330 or EFB202) and (EFB331 or EFB211) and (Completion of 168 credit points)
Assumed knowledge: This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.
Equivalents: EFB329, EFX338
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-2

EFB340 FINANCE CAPSTONE
This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the forum to practice their finance skills in an applied setting which acts as a bridge between university studies and real-world employment in the financial services industry.
Prerequisites: EFB307 and EFB335
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1

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: 2013 SEM-1 and 2013 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: 2013 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: 2013 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 or LQB388 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2013 SEM-2

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: 2013 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: 2013 SEM-2

HMB276 RESEARCH IN HUMAN MOVEMENT
This unit includes principles of research: purposes, philosophy, applications. It addresses quantitative research including basic statistics, descriptive, 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.

Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2013 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: 2013 SEM-2

HMB362 BIOMECHANICS 2
This unit includes the following: measurement techniques within biomechanics; analysis of force systems; photographic, goniometric and electrographic 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: 2013 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: 2013 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: 2013 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: 2013 SEM-1

HMB385 PRINCIPLES OF EXERCISE PROGRAMMING
This unit provides students with the knowledge and capacity to design and implement safe, effective evidence-based exercise programs for individuals and groups in order to achieve specified goals. It is taught through lectures and practical laboratory classes. Assessment will be through group problem-solving exercises, an individual written report, and a final written examination.

Prerequisites: HMB382  
Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-2

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. [Designated unit]

Prerequisites: HMB382 and HMB385. HMB385 can be taken in the same study period.  
Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-1 and 2013 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: 2013 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: 2013 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  
Equivalents: MGX200  
Credit points: 12  
Contact hours: 3  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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  
Equivalents: MGX201  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 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, MGX207  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 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, MGX210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**MGB220 HUMAN RESOURCE DECISION MAKING**
The unit will develop your knowledge and skills that are necessary for diagnosing problems at work, gathering data and information about these problems, and analysing the data and information to derive solutions and inform decision making.

**Prerequisites:** BSB123 or BSB122  
**Antirequisites:** AMB201, CTB201  
**Equivalents:** MGX220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 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, MGX223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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  
**Equivalents:** IBB205, MGX225  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**MGB309 STRATEGIC MANAGEMENT**
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia’s economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Equivalents:** MGX309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Equivalents:** MGX310  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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  
**Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**
This unit is designed to provide skills in the analysis, solutions and implementation of the general management
issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

**Prerequisites:** MGB223  
**Equivalents:** MGB218, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1

### 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  
**Equivalents:** MGX331  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 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)  
**Antirequisites:** KXB202  
**Equivalents:** MGX335  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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  
**Equivalents:** MGB221, MGX339  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2013 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  
**Equivalents:** MGX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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, MGX370  
**Credit points:** 12  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### PYB100 FOUNDATION PSYCHOLOGY

This unit provides an introduction to the major content areas of psychology, including an introduction to psychological research and report-writing, for students intending to pursue further studies in psychology.

Psychology is a broad-ranging and multifaceted discipline which encompasses the scientific study of human behaviour, and the systematic application of knowledge gained from psychological research to a broad range of applied issues. The goal of this introductory unit is to introduce you to the major subfields and perspectives in psychology, and to develop your understanding of the research methods and report-writing conventions used in psychological research.

**Antirequisites:** PYB012  
**Equivalents:** PYB101  
**Credit points:** 12  
**Contact hours:** 3 hours per week  
**Campus:** Gardens Point and Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM-1