Bachelor of Business/Bachelor of Engineering (Civil, Electrical or Mechanical) (IX28)

Year offered: 2013
Admissions: Yes
CRICOS code: 061649J
Course duration (full-time): 5 years
Domestic Fees (indicative): 2013: CSP $4600 (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

Start month: February
QTAC code: 419532
Past rank cut-off: 82
Past OP cut-off: 9
OP Guarantee: Yes
Deferment allowed: Yes
Standard credit points per full-time semester: 48

Course coordinator: Dr R.Mahalinga-Iyer (Engineering); Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Dr Jasmine Banks (Engineering); Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Dr Glen Murphy (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
Attendance: Full-time

Assumed knowledge: Maths B, English
Assumed knowledge notes: 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 also require 4 SA in Maths A, B or C.
For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course highlights
- Get a head start on advancing your career by combining valuable broad business skills with an engineering specialty.
- Complete 2 separate degrees in 5 years full-time.
- Choose between a major in civil, electrical or mechanical engineering.
- Study a business major in accountancy, advertising, economics, finance, human resource management, international business, management, marketing, or public relations.

Details:
Students combine engineering knowledge in civil, electrical or mechanical with a business course majoring in accountancy, advertising, finance, economics, human resource management, international business, management, marketing or public relations.

Why choose this course?
QUT’s strong industry links, real-world lecturers and emphasis on practical experience ensure you will be work ready upon graduation. The engineering component of the degree equips graduates with the ability to design and maintain cutting-edge products or infrastructure, and you will be exposed to challenging, hands-on practical experience through laboratories and design projects, enabling you to make an immediate contribution to the industry.

Your additional business degree can help accelerate your career advancement. You will gain valuable skills in management, accounting, international business or marketing, depending on your choice of major, and gain a broad base of commercial knowledge.

Understanding the business component of engineering is highly attractive to employers. A double degree incorporating business gives you a broader knowledge and skill base, equipping you with the ability to apply yourself to work challenges from a different perspective.

Career outcomes
This double degree offers you a wide range of career opportunities.

The electrical engineering degree will lead you to potential careers in the power industry, robotics, manufacturing, mining and bio-engineering. Career opportunities are also found in the telecommunications industry, mining and transport sector, computer industry and transmission industries. As an electrical engineering graduate you will find employment in service industries, large industrial groups and small innovative private specialist firms.
Mechanical engineering graduates will find employment in a variety of roles such as a consultant, project manager or technical adviser in a wide range of industries including manufacturing.
Civil engineering graduates can work as a consulting engineer, project manager, structural engineer or transport engineer. You may also have the opportunity to establish your own consulting engineering practice.

**Professional recognition**

This course has professional accreditation from Engineers Australia (EA). EA is a signatory to the Washington Accord, which permits graduates from accredited member courses to work in various countries across the world. Depending on your choice of business major you may also be eligible for membership of a number of professional bodies.

**Structures and Units**

**Course Design**

Students are required to complete 480 credit points comprised of 288 credit points from the Bachelor of Engineering program and 192 credit points from the Bachelor of Business program. Students supplement the engineering component of this program with the 96 credit point Business School Core units in the Bachelor of Business program together with a 96 credit point major in one of the following:

- Accountancy
- Advertising
- Economics
- Finance
- Human Resource Management
- International Business
- Management
- Marketing
- Public Relations.

Course structure - Civil Engineering - Students who commenced 2011 onwards

**Year 1, Semester 1**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENB110</td>
<td>Engineering Statics and Materials</td>
</tr>
<tr>
<td>MAB125</td>
<td>Foundations of Engineering Mathematics</td>
</tr>
<tr>
<td>OR</td>
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<td>MAB126</td>
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**Year 1, Semester 2**

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**Year 2, Semester 1**

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<td>ENB130</td>
<td>Mechanical and Thermal Energy</td>
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<td>ENB270</td>
<td>Engineering Mechanics of Materials</td>
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**Year 2, Semester 2**

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**Year 3, Semester 1**

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<td>Engineering Mathematics 3</td>
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**Year 3, Semester 2**

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<td>Structural Engineering 1</td>
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<td>ENB280</td>
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**Year 4, Semester 1**

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<td>ENB372</td>
<td>Design and Planning of Highways</td>
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<td>ENB375</td>
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**Year 4, Semester 2**

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**Year 5, Semester 1**

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<td>ENB378</td>
<td>Water Engineering</td>
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<td>ENB471</td>
<td>Design of Concrete Structures and Foundations</td>
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</table>
## Course structure - Electrical Engineering - Students who commenced 2011 onwards

### Year 1, Semester 1
- **ENB130** Mechanical and Thermal Energy
- **MAB125** Foundations of Engineering Mathematics
  
  OR

- **MAB126** Mathematics for Engineering 1
  
  Business Unit

### Year 1, Semester 2
- **ENB120** Electrical Energy and Measurements
- **MAB126** Mathematics for Engineering 1
  
  OR

- **MAB127** Mathematics for Engineering 2
  
  Business Unit

### Year 2, Semester 1
- **ENB100** Engineering and Sustainability
- **ENB110** Engineering Statics and Materials
- **ENB250** Electrical Circuits
- **MAB127** Mathematics for Engineering 2
  
  OR

- **MAB233** Engineering Mathematics 3

### Year 2, Semester 2
- **ENB150** Introducing Engineering Design
- **ENB200** Introducing Engineering Systems
  
  Business Unit

### Year 3, Semester 1
- **ENB240** Introduction To Electronics
- **ENB246** Engineering Problem Solving
  
  Business Unit

### Year 3, Semester 2
- **ENB242** Introduction To Telecommunications
- **ENB243** Linear Circuits and Systems
- **ENB244** Microprocessors and Digital Systems
- **ENB245** Introduction To Design and Professional Practice

### Year 4, Semester 1
- **ENB301** Instrumentation and Control
- **ENB340** Power Systems and Machines
  
  OR

- **MAB233** Engineering Mathematics 3
  
  Business Unit

### Year 4, Semester 2
- **ENB345** Advanced Design and Professional Practice
  
  Business Unit

### Year 5, Semester 1
- **BEB701** Work Integrated Learning 1
- **BEB801** Project 1
- **ENB340** Power Systems and Machines
  
  OR

- **ENB344** Industrial Electronics
  
  Business Unit

### Year 5, Semester 2
- **BEB802** Project 2
- **ENB344** Industrial Electronics
  
  Business Unit

### Electrical Engineering Selectives
- **ENB339** Introduction to Robotics
- **ENB448** Signal Processing and Filtering
- **ENB452** Advanced Power Systems Analysis
- **ENB453** Power Equipment and Utilisation
- **ENB456** Energy
- **ENB457** Controls, Systems and Applications
- **ENB458** Modern Control Systems
Course structure - Mechanical Engineering - Students who commenced 2011 onwards

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tr>
<td>ENB110  Engineering Statics and Materials</td>
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<td>ENB100  Engineering and Sustainability</td>
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<td>ENB130  Mechanical and Thermal Energy</td>
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<tr>
<td>ENB212  Strength of Materials</td>
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<td>MAB127  Mathematics for Engineering 2</td>
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<td>ENB150  Introducing Engineering Design</td>
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<tr>
<td>ENB211  Dynamics</td>
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<td>ENB231  Materials and Manufacturing 1</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>ENB205  Electrical and Computer Engineering</td>
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<tr>
<td>ENB215  Fundamentals of Mechanical Design</td>
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<tr>
<td>ENB221  Fluid Mechanics</td>
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<tr>
<td>ENB331  Materials and Manufacturing 2</td>
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<th>Year 4, Semester 1</th>
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<tbody>
<tr>
<td>BEB701  Work Integrated Learning 1</td>
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<tr>
<td>ENB222  Thermodynamics 1</td>
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<tr>
<th>Year 4, Semester 2</th>
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<tbody>
<tr>
<td>MAB233  Engineering Mathematics 3</td>
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<td>Mechanical Engineering Selective</td>
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<thead>
<tr>
<th>Year 5, Semester 1</th>
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<tbody>
<tr>
<td>BEB801  Project 1</td>
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<tr>
<td>ENB316  Design of Machine Elements</td>
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<tr>
<td>ENB311  Stress Analysis</td>
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<tr>
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<tr>
<td>ENB312  Dynamics of Machinery</td>
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<tr>
<td>ENB421  Thermodynamics 2</td>
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<tr>
<th>Year 5, Semester 2</th>
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<tbody>
<tr>
<td>BEB802  Project 2</td>
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<tr>
<td>ENB313  Automatic Control</td>
</tr>
<tr>
<td>OR</td>
</tr>
<tr>
<td>ENB317  Design and Maintenance of Machinery</td>
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<tr>
<td>OR</td>
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<tr>
<td>ENB321  Fluids Dynamics</td>
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<th>Mechanical Engineering Selectives</th>
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<tbody>
<tr>
<td>ENB314  Industrial Noise and Vibration</td>
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<tr>
<td>ENB333  Operations Management</td>
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<tr>
<td>ENB336  Industrial Engineering</td>
</tr>
<tr>
<td>ENB339  Introduction to Robotics</td>
</tr>
<tr>
<td>ENB422  Energy Management</td>
</tr>
<tr>
<td>ENB423  Heating, Ventilation and Air-Conditioning</td>
</tr>
<tr>
<td>ENB432  Engineering Asset Management and Maintenance</td>
</tr>
<tr>
<td>ENB433  Plant and Process Design</td>
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</table>
Course structure - Accountancy

Year 1 Semester 1
BSB110 Accounting
BSB115 Management
  Engineering unit
  Engineering unit

Year 1 Semester 2
BSB111 Business Law and Ethics
BSB124 Working in Business
  Engineering unit
  Engineering unit

Year 2 Semester 1
No QUT Business School units studies this semester.
  Engineering unit
  Engineering unit
  Engineering unit
  Engineering unit

Year 2 Semester 2
AYB200 Financial Accounting
AYB225 Management Accounting
  Engineering unit
  Engineering unit

Year 3 Semester 1
AYB221 Computerised Accounting Systems
EFB210 Finance 1
  Engineering unit
  Engineering unit

Year 3 Semester 2
No QUT Business School units studies this semester.
  Engineering unit
  Engineering unit
  Engineering unit
  Engineering unit

Year 4 Semester 1
AYB321 Strategic Management Accounting
AYB340 Company Accounting
  Engineering unit
  Engineering unit

Year 4 Semester 2
AYB219 Taxation Law
AYB230 Corporations Law
AYB301 Audit and Assurance
  Engineering unit

Year 5 Semester 1
BSB113 Economics
  Engineering unit
  Engineering unit
  Engineering unit

Year 5 Semester 2
AYB311 Financial Accounting Issues
BSB126 Marketing
  Engineering unit
  Engineering unit

Course structure - Advertising

Year 1 Semester 1
BSB113 Economics
BSB126 Marketing
  Engineering unit
  Engineering unit

Year 1 Semester 2
BSB110 Accounting
BSB115 Management
  Engineering unit
  Engineering unit

Year 2 Semester 1
No QUT Business School units studies this semester.
  Engineering unit
  Engineering unit
  Engineering unit
  Engineering unit

Year 2 Semester 1
No QUT Business School units studies this semester.
  Engineering unit
  Engineering unit
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  Engineering unit

Year 4 Semester 1
AYB321 Strategic Management Accounting
AYB340 Company Accounting
  Engineering unit
  Engineering unit

Year 4 Semester 2
AYB219 Taxation Law
AYB230 Corporations Law
AYB301 Audit and Assurance
  Engineering unit

Year 5 Semester 1
BSB113 Economics
  Engineering unit
  Engineering unit
  Engineering unit

Year 5 Semester 2
AYB311 Financial Accounting Issues
BSB126 Marketing
  Engineering unit
  Engineering unit
## Course structure - Economics

### Year 2 Semester 2
- AMB220 Advertising Theory and Practice
- BSB124 Working in Business
  - Engineering unit
  - Engineering unit

### Year 3 Semester 1
- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
  - Engineering unit
  - Engineering unit

### Year 3 Semester 2
- No QUT Business School units studies this semester.
  - Engineering unit
  - Engineering unit
  - Engineering unit

### Year 4 Semester 1
- AMB318 Advertising Copywriting
- AMB319 Media Planning
  - Engineering unit
  - Engineering unit

### Year 4 Semester 2
- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio
- BSB111 Business Law and Ethics
  - Engineering unit

### Year 5 Semester 1
- AMB339 Advertising Campaigns
  - Engineering unit
  - Engineering unit
  - Engineering unit

### Year 5 Semester 2
- BSB119 Global Business
- MGB223 Entrepreneurship and Innovation
  - Engineering unit
  - Engineering unit

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

### Year 1 Semester 2
- BSB110 Accounting
- EFB223 Economics 2
  - Engineering unit
  - Engineering unit

### Year 2 Semester 1
- No QUT Business School units studies this semester.
  - Engineering unit
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  - Engineering unit

### Year 2 Semester 2
- Economics Optional Unit
  - Engineering unit
  - Engineering unit

### Year 3 Semester 1
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
  - Engineering unit
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### Year 3 Semester 2
- No QUT Business School units studies this semester.
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  - Engineering unit

### Year 4 Semester 1
- Economics Optional Unit
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  - Engineering unit

### Year 4 Semester 2
- Economics Optional Unit
  - Engineering unit
  - Engineering unit

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**Information for future students**

Published on: 28 June 2013

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<th>Year 4 Semester 2</th>
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<td>EFB338</td>
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<tr>
<td>EFB333</td>
<td>Introductory Econometrics</td>
</tr>
<tr>
<td>EFB337</td>
<td>Game Theory and Applications</td>
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<td>Economics for the Real Word</td>
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<td>Environmental Economics and Policy</td>
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<td>International Economics</td>
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<td>BSB113</td>
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<td>BSB119  Global Business</td>
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<td>EFB340  Finance Capstone</td>
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Course structure - Human Resource Management

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<td>MGB207  Human Resource Issues and Strategy</td>
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<td>MGB220  Human Resource Decision Making</td>
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<td>MGB370  Personal and Professional Development</td>
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Course structure - International Business

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<td>BSB110  Accounting</td>
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<td>MGB201  Contemporary Employment Relations</td>
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<td>MGB202  Recruitment and Selection</td>
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<td>MGB339  Performance and Reward</td>
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No QUT Business School units studies this semester.
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<td>AMB210 Importing and Exporting Engineering unit AYB227 International Accounting Engineering unit</td>
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<td>Semester 1</td>
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<td>AMB336 International Marketing BSB111 Business Law and Ethics EFB240 Finance for International Business Engineering unit</td>
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<td>AMB369 International Business Strategy Engineering unit</td>
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<td>Year 5</td>
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<td>AMB369 International Business Strategy Engineering unit</td>
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Course structure - Management

| Year 1     | Semester 1 | BSB113 Economics Engineering unit BSB115 Management Engineering unit |
|            | Semester 2 | BSB124 Working in Business BSB126 Marketing Engineering unit |
| Year 1     | Semester 2 | No QUT Business School units studies this semester. Engineering unit |
| Year 2     | Semester 1 | No QUT Business School units studies this semester. Engineering unit |
| Year 2     | Semester 2 | BSB110 Accounting BSB119 Global Business Engineering unit |
| Year 3     | Semester 1 | BSB111 Business Law and Ethics MGB200 Leading Organisations Engineering unit |
| Year 3     | Semester 2 | No QUT Business School units studies this semester. Engineering unit |
### Course structure - Marketing

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

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

**Year 2 Semester 1**
- No QUT Business School units studies this semester.

**Year 2 Semester 2**
- BSB110 Accounting
- BSB124 Working in Business

**Year 3 Semester 1**
- AMB201 Marketing and Audience Research
- AMB240 Marketing Planning and Management

**Year 3 Semester 2**
- No QUT Business School units studies this semester.

**Year 4 Semester 1**
- AMB200 Consumer Behaviour
- AMB309 Strategic Management

**Year 4 Semester 2**
- AMB202 Integrated Marketing Communication
- AMB335 E-marketing Strategies

**Year 5 Semester 1**
- AMB336 International Marketing
- AMB359 Strategic Marketing

**Year 5 Semester 2**
- AMB359 Strategic Marketing

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**Engineering unit**

**Year 4 Semester 1**
- MGB201 Contemporary Employment Relations
- MGB210 Managing Operations

**Year 4 Semester 2**
- MGB223 Entrepreneurship and Innovation
- MGB225 Intercultural Communication and Negotiation Skills
- MGB309 Strategic Management

**Year 5 Semester 1**
- MGB324 Managing Business Growth

**Year 5 Semester 2**
- MGB310 Sustainability in A Changing Environment
- MGB335 Project Management

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**Year 2 Semester 2**
- BSB110 Accounting
- BSB124 Working in Business

**Year 3 Semester 1**
- AMB201 Marketing and Audience Research
- AMB240 Marketing Planning and Management

**Year 3 Semester 2**
- No QUT Business School units studies this semester.

**Year 4 Semester 1**
- AMB200 Consumer Behaviour
- AMB309 Strategic Management

**Year 4 Semester 2**
- AMB202 Integrated Marketing Communication
- AMB335 E-marketing Strategies

**Year 5 Semester 1**
- AMB336 International Marketing
- AMB359 Strategic Marketing

**Year 5 Semester 2**
- AMB359 Strategic Marketing
BSB119  Global Business
Engineering unit
Engineering unit

**Course structure - Public Relations**

**Year 1 Semester 1**
- BSB119  Global Business
- BSB126  Marketing
  
**Year 1 Semester 2**
- BSB110  Accounting
- BSB115  Management
  
**Year 2 Semester 1**
- No QUT Business School units studies this semester.
  
**Year 2 Semester 2**
- AMB201  Marketing and Audience Research
- BSB113  Economics
  
**Year 3 Semester 1**
- AMB263  Introduction To Public Relations
- AMB264  Public Relations Techniques
  
**Year 3 Semester 2**
- No QUT Business School units studies this semester.
  
**Year 4 Semester 1**
- AMB372  Public Relations Planning
- AMB373  Corporate Communication
  
**Year 4 Semester 2**
- AMB374  Global Public Relations Cases
- AMB375  Public Relations Management
- MGB223  Entrepreneurship and Innovation
  
**Year 5 Semester 1**
- AMB379  Public Relations Campaigns
  
**Year 5 Semester 2**
- BSB111  Business Law and Ethics
- BSB124  Working in Business
  
**Potential Careers:**

**UNIT SYNOPSES**

**AMB200 CONSUMER BEHAVIOUR**
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision.
process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation. **Prerequisites:** BSB126 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, 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. It provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.  
**Prerequisites:** BSB119 or CTB119  
**Equivalents:** AMX210, IBB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 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 and Caboolture  
**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

**AMB260, AMX263**

**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

**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

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 (i.e., 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  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**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

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**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

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**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

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**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

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**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: AYYX340
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

BEB701 WORK INTEGRATED LEARNING 1
This unit aims to provide you with the opportunity to learn in a workplace environment. It will involve attendance, participation, observation, critical reflection, and report writing on workplace activities. The emphasis of your critical reflection and report writing will be on identifying and describing aspects of professional relevance incorporating: collaboration and teamwork; work place, health and safety; professional conduct; ethical responsibility, and other aspects of your work place experience.
This unit may form part of your (compulsory) course core (as required by professional accrediting bodies e.g. Engineers Australia, Australian Institute of Building, Royal Institution of Chartered Surveyors), or it may be one of several work integrated learning (WIL) units (selected as part of a Minor).
Assumed knowledge: This unit is not designed for first year students. It is recommended that you check WIL Community Blackboard site for information on enrolment pattern. If you are EN40 student you can only enrol after completing a minimum of 192 cp.
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

BEB801 PROJECT 1
This unit is usually taken in the final year of study. Students complete an individual project involving the application of skills and knowledge attained during the earlier years of their degree program. For some students, this unit will be taken one of two ‘project’ units related to the same student project; in such cases this unit may be a pre-requisite or co-requisite to the second unit (or a follow-on from the first unit). The final ‘deliverable’ for this unit may vary for each discipline and details will be provided in lectures/tutorials and on the Blackboard website.
Equivalents: CEB411, CEB420, CNB434, EEB781-1, EEB889-1
Credit points: 12
Contact hours: 2 per week
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

BEB802 PROJECT 2
This unit is usually taken in the final year of study, and is only taken by students completing a two unit project. Students complete an individual project involving the application of skills and knowledge attained during the earlier years of their degree program. This unit will be taken as the second of two ‘project’ units related to the same student project.
Equivalents: CEB415, EEB782-2, EEB889-2
Credit points: 12
Contact hours: 2 per week
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: BSB110, 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 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, LWS009, LWB145
Equivalents: BSB111, 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: BSB113, CTB113, UDB104
Credit points: 12
Contact hours: 3 per week

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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

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

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

EFX201 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 WORD**
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 pricing 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 and 2013 SEM-2

**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  
**Contact hours:** 3 per week  
**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  
**Contact hours:** 3 per week  
**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:** EFB222 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

**ENB340 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. EFB335 can be enrolled in the same teaching period as EFB340.  
**Equivalents:** EFX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**ENB100 ENGINEERING AND SUSTAINABILITY**  
This unit introduces you to the essential professional skills and practices of engineers in the context of sustainable development.  
**Equivalents:** DEB100, UDB100  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**ENB110 ENGINEERING STATICS AND MATERIALS**  
This unit introduces you to forces and moments between rigid bodies and to the properties of steel. This knowledge will help you to understand how major infrastructure systems (e.g. bridges, skyscrapers, roads, factories), mechanical systems (e.g. engines, turbines, pumps, vehicles), and electrical systems (e.g. power stations, transmission lines, motors) are designed and built. This unit is one of four first year units covering fundamental engineering principles that you will need in your profession.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**ENB120 ELECTRICAL ENERGY AND MEASUREMENTS**  
This unit introduces you to basic electrical circuit concepts. It requires you to perform circuit analysis, circuit synthesis, and the measurement and testing of relevant quantities within circuits.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2 and 2013 SUM

**ENB130 MECHANICAL AND THERMAL ENERGY**  
Engineers work with numerous kinds of systems where consideration must be given to the motion within, and associated energy of, the system. This unit introduces the student to the concepts of mechanical and thermal energy in the context of real engineering systems. The inter-relationships of between forces, motion and energy is described as related to the flow of energy within these engineering systems. After an introduction to engineering units, concepts and data, Newton’s first and second laws are used in the description of system motion and the concepts of force and energy, conservation of momentum and conservation of energy are introduced and described. Thermodynamic processes, certain thermo-physical parameters and the first and second law of thermodynamics are introduced and used to describe simple engineering systems. This is then expanded to include the generation and transport of energy through these systems in terms of convection, conduction and radiation heat transfer.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**ENB150 INTRODUCING ENGINEERING DESIGN**  
This unit introduces you to engineering design. A multi-disciplinary approach is taken with an emphasis in engineering systems, technical design and project management.  
**Assumed knowledge:** ENB110 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**ENB200 INTRODUCING ENGINEERING SYSTEMS**  
This unit will enable you as a graduating Built Environment and Engineering professional to take active and positive steps to transform professional practice in ways that promote the sustainability of our planet, our economy and our society. As future professionals in the fields of Design, Urban Development and Engineering Systems, you will need to understand and apply the concepts of sustainability in your professional practice if we are to achieve sustainable development in the 21st Century.  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**ENB205 ELECTRICAL AND COMPUTER ENGINEERING**  
This unit introduces single and three phase power, electrical machines, principles of transformers, electronic circuits and sensors, filters, operational amplifier applications. It also covers computing fundamentals, programming in MATLAB and Excel using applications in electrical and computer engineering.  
**Prerequisites:** ENB120 or ENB103  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2
ENB211 DYNAMICS
Fundamental equations of particle kinetics; energy, power, impulse and momentum; kinematics of rigid bodies in plane motion, relative motion and motion relative to rotating axes; kinetics of rigid bodies, Basic machine components, (Gears, clutches, brakes etc.), Single degree of freedom system.
Prerequisites: (MAB126 or MAB180 or MAB131) and (ENB130 or PCB136 or PCB150) Assumed knowledge: ENB110 or ENB101 are assumed knowledge
Equivalents: MMB112 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-1

ENB212 STRENGTH OF MATERIALS
This unit introduces the analysis of stress and strain in simple engineering components and systems such as uniaxial and bending stresses, deflection of beams, torsion, thin walled structures, combined loading, yield criteria, and introduces the finite element method (FEA).
Prerequisites: ENB110 or ENB101 and ENB104 Credit points: 12 Contact hours: 5 per week Campus: Gardens Point Teaching period: 2013 SEM-1

ENB215 FUNDAMENTALS OF MECHANICAL DESIGN
Basic procedures of design, design for sustainability, universal design, Concept development, creative problem solving, Basic component design, computational scheme in design, manufacture & materials.
Assumed knowledge: MAB126 or MAB180 or MAB131, and ENB101 or ENB110, and ENB104 or ENB110 are assumed knowledge. Equivalents: MMB281 Credit points: 12 Contact hours: 5 per week Campus: Gardens Point Teaching period: 2013 SEM-2

ENB221 FLUID MECHANICS
This unit introduces the basic concepts of fluid mechanics and applies them to some simple engineering problems.
Assumed knowledge: MAB126 or MAB180 or MAB131, and ENB101 or ENB110 are assumed knowledge. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-2

ENB222 THERMODYNAMICS 1
Thermodynamic behaviour of substances; theory and application of the 1st and 2nd laws of thermodynamics; thermodynamic cycles, including gas cycles, vapour power cycles and refrigeration cycles; gas-vapour mixtures and the principles of air-conditioning; fuels and combustion.
Assumed knowledge: MAB127 or MAB182 or MAB132, and ENB130 or PCB136 are assumed knowledge. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-1

ENB231 MATERIALS AND MANUFACTURING 1
Materials and their engineering applications, Manufacturing systems and technology, material properties and manufacturing, material selection, failure, graphical communication.
Assumed knowledge: ENB104 or ENB110 is assumed knowledge. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-1

ENB240 INTRODUCTION TO ELECTRONICS
Module Electronics A provides a basic understanding of the characteristics and operation of discrete semiconductor components. Electronic circuit design is introduced with emphasis on the small signal low and high frequency response of those circuits. Module Digital Electronics gives students a good grounding in the basic principles of digital design, with particular regard to the fundamentals of digital number systems, Boolean algebra, combinational and sequential logic design.
Prerequisites: ENB103 or ENB120 Equivalents: EEB312 Credit points: 12 Contact hours: 5 per week Campus: Gardens Point Teaching period: 2013 SEM-1

ENB242 INTRODUCTION TO ELECTRONICS
Telecommunications systems and the principles underlying their operations are introduced starting from mathematical preliminaries such as the Fourier series and the Fourier transform. Analogue modulation techniques (AM and FM), systems and circuits for generation and demodulation, analogue to digital conversion, pulse modulation and base-band digital data communication techniques are studied using time and frequency domain analyses.
Prerequisites: (ENB120 or ENB103) and (MAB126 or MAB110 or MAB111) Equivalents: EEB340 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-2

ENB243 LINEAR CIRCUITS AND SYSTEMS
Network analysis; Laplace transform of signals and transfer functions of systems, time and frequency responses of linear circuits, feedback configurations and transfer functions, analyse and designing analogue systems using transistors and operational amplifiers, designing and synthesising analogue filters, signal conditioning.
Prerequisites: ENB120 and MAB126 Assumed knowledge: ENB240 is assumed knowledge. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-2

ENB244 MICROPROCESSORS AND DIGITAL SYSTEMS
ENB244 is an introduction to microcontrollers and will cover topics from binary numbers, logic gates, and architectures, to assembly language and basic C programming. After this course you'll have a basic understanding of how computers...
work and you'll be able to develop programs for a microcontroller based computer system. **Prerequisites:** ENB240  **Assumed knowledge:** ENB246 or INB104 is assumed knowledge.  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**ENB245 INTRODUCTION TO DESIGN AND PROFESSIONAL PRACTICE**

Introduction to general principles of electronic circuit and electrical equipment design and realisation; design and implementation of basic electronic circuits; experience in undertaking engineering projects, in report writing, and working in teams. The unit gives students the opportunity to apply their theoretical knowledge to real-life engineering problems.  **Assumed knowledge:** ENB240 and ENB246 or INB104 is assumed knowledge.  **Equivalents:** EEB584  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**ENB246 ENGINEERING PROBLEM SOLVING**

This unit introduces students to the use of computers as tools for solving engineering problems. MATLAB is introduced as a numerical computing environment with the capacity to support complex mathematics and to be programmed to solve specific engineering problems. Stand alone application development using C++ is introduced as a means of exposing students to the high and low level computer programming concepts that are necessary to the implementation of engineering solutions in hardware specific programming environments.  **Assumed knowledge:** MAB126 or MAB180 or MAB131, and ENB103 or ENB120 is assumed knowledge.  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**ENB250 ELECTRICAL CIRCUITS**

This unit introduces you to electrical circuit analysis. It shows how to determine the transient and steady state solution in single and three phase circuits as well as the interaction of fluxes and currents in transformers and electrical machines.  **Prerequisites:** ENB120  **Antirequisites:** ENB103  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**ENB270 ENGINEERING MECHANICS OF MATERIALS**

This unit introduces calculating the stress produced in various members of a structural system due to the forces applied to them, and how to determine the design specifications (size and shape) of the members to withstand the forces to prevent the structural system failing.  **Prerequisites:** ENB101 or ENB110  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

**ENB272 GEOTECHNICAL ENGINEERING 1**

Soil mechanics is a part of geotechnical engineering, soil types, their description, classification and engineering properties. The unit includes the following: granular and cohesive soil classification systems; volume and mass components; density and air voids; determination of soil geostatic vertical pressures; pore water pressures and effective stress; permeability theory and fluid seepage in soil, with erosion and piping analysis; soil shear strength assessment and application to retaining wall lateral pressures; retaining wall design; slope stability analysis and stabilisation. Computer simulation and analysis programs are used where appropriate.  **Assumed knowledge:** ENB102 or ENB270 are assumed knowledge  **Equivalents:** CEB209, CEB232  **Credit points:** 12  **Contact hours:** 6 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**ENB273 CIVIL MATERIALS**

The unit provides students with a sound and practical approach to material properties and selection so that they may adapt to scientific and technological changes in the variety of products entering the market. They understand where the engineer fits in a quality assurance program and become aware of the numerous components of quality assurance and the costs generated by quality control and assurance. Students become aware of the effect of the working environment on different engineering materials. Among other things, they study the behaviour of concrete from the time it is manufactured to the end of its life, and develop knowledge of the parameters involved in manufacturing good concrete, and the consequences of delivering poor concrete.  **Prerequisites:** ENB270 or ENB102. ENB270 can be studied concurrently.  **Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

**ENB275 PROJECT ENGINEERING 1**

The unit commences with the development of professional practice in civil engineering. This operational understanding is extended into a study of the practices used to estimate cost and to administer contracts, including planning and the legal implications of operating in a commercial environment. The unit concludes with the issues surrounding the uncertainty of weather and of operating in remote environs.  **Assumed knowledge:** ENB271 and ENB273 are assumed knowledge.  **Equivalents:** CEB216  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2
ENB276 STRUCTURAL ENGINEERING 1
This unit includes the following: development of the method of moment distribution and its application in analysis of continuous beams and frames; theory of influence lines and its application to determine the effects of moving loads on beams and trusses; ‘pattern loading’ on frames and continuous beams; behaviour of reinforced concrete members; applications in the design of beams and columns.
**Prerequisites:** ENB102 or ENB270  
**Assumed knowledge:** ENB273 and ENB271 is assumed knowledge.  
**Equivalents:** CEB215  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

ENB280 HYDRAULIC ENGINEERING
This unit primarily provide a basic understanding of hydraulic (fluid) principles and an understanding of the use of these principles in engineering applications. The main topics to be covered are: Units and properties of fluids, Forces in static fluids, Buoyancy, Kinematics and continuity, The energy equation and the momentum equation; Similitude and dimensional analysis, Lift and drag, Frictional flow in pipes, Application of pipe resistance formulae, Fitting.
**Assumed knowledge:** MAB126 or MAB180 or MAB131, and ENB101 or ENB110 are assumed knowledge  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

ENB301 INSTRUMENTATION AND CONTROL
The unit introduces the student to classical control systems, analysis and synthesis, and implementation in an industrial control context. It introduces the principles of electrical measurements and instrumentation, sensors, PLC, DSC and industrial networks, and foundation of feedback control theory for engineers.
**Prerequisites:** MAB126 or MAB182 or MAB132  
**Assumed knowledge:** ENB105 or ENB205 or ENB243 are assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

ENB311 STRESS ANALYSIS
Advanced analysis of stress and strain; experimental stress analysis techniques; failure criteria and factors of safety, axisymmetric systems; energy methods; plates and shell theory, principles of finite element analysis, and torsion of non-circular sections.
**Prerequisites:** ENB102 or ENB212  
**Equivalents:** MMB212  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

ENB312 DYNAMICS OF MACHINERY
Kinematic and dynamic analysis of planar linkages and mechanisms; multi-degree of freedom systems with steady and transient vibrations, Introduction to noise.
**Prerequisites:** ENB211  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

ENB313 AUTOMATIC CONTROL
This unit introduces you to the theory and practice of control systems engineering. The unit introduces system modelling principles for mechanical, electrical and electromechanical systems, using the Laplace transform to build transfer-function models of system components. The unit emphasizes the practical application of control theory to the analysis and design of feedback systems to ensure stability, reduce steady state errors and improve transient response.
**Prerequisites:** ENB211  
**Assumed knowledge:** ENB312 is assumed knowledge.  
**Equivalents:** ENB301  
**Credit points:** 12  
**Contact hours:** 5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

ENB314 INDUSTRIAL NOISE AND VIBRATION
The unit is about the study of noise and vibration measurement and control which is experienced in industry. It includes a basic understanding of the theories and capable of modelling and predicting noise and vibration in an industrial environment. This unit will provide you with sufficient experience in instrumentation and measurement of noise and vibration and to apply them in industry.
**Assumed knowledge:** MAB127 or MAB132 or MAB182 are assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

ENB316 DESIGN OF MACHINE ELEMENTS
Analysis of operating conditions and their impact on design solutions, design of fasteners, shafts and other mechanical components, design of springs, Design for manufactureability, fundamentals of lubrication, computer aided design (solid modelling), frames and housings.
**Prerequisites:** ENB215  
**Equivalents:** MMB381  
**Credit points:** 12  
**Contact hours:** 6 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

ENB317 DESIGN AND MAINTENANCE OF MACHINERY
Design of equipment for special applications such as pressure vessel, food processing, Design of machine system, Optimisation of design, machinery failure, prediction, analysis and prevention. Design for reliability application of FMEA, Condition monitoring, ethics, Fundamentals of friction, wear related to design, Failure analysis & OH&S.
**Prerequisites:** ENB316  
**Equivalents:** MMB382  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2
ENB321 FLUIDS DYNAMICS
Hydraulic and pneumatic systems; design, analysis and performance of pumps, turbines and fluid couplings; unsteady pipe flow; flow around solid bodies, including potential flow and boundary layers; compressible flow and shock waves.
Prerequisites: ENB201 or ENB221    Equivalents: MMB352    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

ENB331 MATERIALS AND MANUFACTURING 2
This unit extends the formative body of knowledge gained in ENB231 and introduces the shear deformation mechanisms of engineering material and how these properties can be used to understand the mechanics of metal cutting. Descriptive and analytical information about different material removal processes and material failure mechanisms are provided to you through lectures, tutorials, practical laboratory and case studies. The unit also provides you with an excellent opportunity to apply the knowledge in the design and manufacture of a component.
Prerequisites: ENB231    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

ENB333 OPERATIONS MANAGEMENT
This unit develops students’ ability in applying quantitative techniques in solving different types of industrial operations problems. Topics include: product mix, assignment and transportation models; location and layout decisions; job design analysis; project planning; quality control and the use of simulation in operations management.
Equivalents: MMB476    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

ENB336 INDUSTRIAL ENGINEERING
Aim of this unit is to develop skills and understanding the concepts and techniques of lean manufacturing (methods engineering). These includes identifying wastes using Value Stream Mapping (VSM), SS, SMED, JIT, plant layout, cell design with proper material handling and balance and job design with due consideration to ergonomics.
Assumed knowledge: MAB233 is assumed knowledge.
Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-1

ENB339 INTRODUCTION TO ROBOTICS
This unit introduces you to the components, systems and mathematical foundations of robotics. The unit introduces the technologies and methods used in the design and programming of modern intelligent robots, and encourages critical thinking about the use of robotic technologies in various applications. The unit emphasizes the practical application of robotic theory to the design and synthesis of robotic systems that respond accurately and repeatably.
Assumed knowledge: ENB201 or ENB221 and ENB222 are assumed knowledge. Equivalents: MMB451
Credit points: 12    Contact hours: 5 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

ENB340 POWER SYSTEMS AND MACHINES
This is a core unit that develops the basic topics essential for an electrical engineer working in areas that include the resources sector, the process industries, electrical power utilisation, electric power generators as well the electricity supply industry. Topics covered in machines include magnetic circuits, single phase and three phase transformers; electric machines including electromechanical energy conversion, reluctance motors, induction motors, synchronous machines, D.C. machines, stepper motors, P.C. motors; motor control; heating, cooling and rating. Power system topics include power generation and energy sources, electricity market operation, fault calculations, basic protection and power system operation, in particular real and reactive power control.
Prerequisites: ENB103 or ENB250    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-1

ENB344 INDUSTRIAL ELECTRONICS
The unit gives a basic understanding of linear and switching applications in industrial electronics. Practical knowledge associated with interfacing and design is developed. Students will also study the theory and design of advanced digital embedded systems as well as the practicalities associated with implementation. It also covers power rectification, controlled rectification, inverters, AC and DC drives, uninterruptible power supplies and power switching components.
Prerequisites: ENB240    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

ENB345 ADVANCED DESIGN AND PROFESSIONAL PRACTICE
Detailed design and realisation of typical electronic subsystems used in all areas of electrical and electronic systems engineering. The unit enhances the student’s ability in solving complex engineering problems. The design builds on the theoretical knowledge gained in other units. The student is required to write a detailed technical report and also give an oral presentation on her/his design.
Prerequisites: ENB245    Equivalents: EEB684    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2013 SEM-2

ENB371 GEOTECHNICAL ENGINEERING 2
This unit includes: further study on the behaviour of soil and rocks; determination of subsurface pressures from surface loadings; soil settlement including time related clay consolidation settlement and immediate settlements on sand and clay as related to shallow foundations; assessment of bearing capacity and allowable bearing pressures under shallow foundations; pile foundation systems and analysis for capacity and settlement; rock mass behaviour, classification and joint shear strength applied to slope stability assessment and stabilisation measures.

Prerequisites: ENB272  
Equivalents: CEB322  
Credit points: 12  
Contact hours: 5 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1

ENB376 TRANSPORT ENGINEERING
The transport system is an essential part of our physical infrastructure. It is imperative that civil engineers are able to undertake typical road and traffic engineering investigations, analyses and designs. These require an understanding of the intent of individual road system elements, how they operate, and how they are delivered and managed: this understanding is developed in this unit. Further, it is important that civil engineers are able to undertake multimodal transport surveys to gain an understanding of the operation of a particular transport system.

Assumed knowledge: ENB274 and ENB372 are assumed knowledge. 
Equivalents: CEB323  
Credit points: 12  
Contact hours: 4 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-2

ENB378 WATER ENGINEERING
The main topics to be covered in this unit follow: the hydrologic cycle and its application to the estimation of runoff from small catchments; probability and risk and the selection of design floods; hydrologic data; estimation of peak runoff using the Rational Formula estimation of runoff hydrographs using rainfall-runoff routing models; the hydraulic characteristics of open channels; uniform flow, gradually varied flow and rapidly varied flow; the hydraulic characteristics of culverts and retention basins; the operation of urban drainage systems.

Prerequisites: ENB201 or ENB280  
Equivalents: CEB319  
Credit points: 12  
Contact hours: 4 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1

ENB375 STRUCTURAL ENGINEERING 2
This unit considers the following: limit states design of steel structures; buckling and ultimate strength behaviour of steel structures; tension members, compression members; local and global buckling (flexural and flexural torsional buckling modes) concepts as applied to compression members and beams; effective lengths of compression members and beams; design of beams; effect of lateral restraints on buckling; web stresses including web crippling and buckling; beam-columns; bolted and welded connections; unsymmetric bending of beams including principal second moments of area; shear stresses in beams of thin-walled open cross-sections and their shear centres. Most cold-formed steel sections are unsymmetric and hence the latter topics are useful in steel design.

Prerequisites: ENB102 or ENB270 or ENB276  
Assumed knowledge: ENB273 is assumed knowledge.  
Equivalents: CEB318  
Credit points: 12  
Contact hours: 4 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1

ENB421 THERMODYNAMICS 2
Applications of heat transfer theory in steam power plant, refrigeration and gas turbines; steady state and transient conduction; convection with internal or external flow; free convection in stationary fluids; boiling and condensation; thermal resistance networks; heat exchangers; radiation heat transfer.

Prerequisites: ENB222 and ENB321  
Equivalents: MMB351  
Credit points: 12  
Contact hours: 4 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-1

ENB422 ENERGY MANAGEMENT
Topics covered in this unit include: Global energy and climate issues, the systematic process by which energy use is monitored and analysed; individual treatment of electricity, fuels and their properties, compressed air, buildings, cycle requirements, energy recovery equipment; financial analysis of proposals. Environmental aspects will be considered for each topic.

Assumed knowledge: ENB201 or ENB221 and ENB222 are assumed knowledge.  
Equivalents: MMB451  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2013 SEM-2
ENB423 HEATING, VENTILATION AND AIR-CONDITIONING

Heating, Ventilation and Air Conditioning (HVAC) is closely related to human habitation, comfort and productivity. It also consumes considerable amount of energy. With increasing global warming, it is becoming one of the most important engineering systems in modern buildings.

This unit will introduce you basic principles of HVAC and refrigeration systems. It will discuss the design factors and practices related to the design and operation of HVAC systems. It will also provide you with other relevant knowledge commonly used in the building services industry. This course should therefore provide you a good basis to undertake further study, research and professional work in this field.

**Prerequisites:** ENB201 or ENB221 or ENB222  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

ENB432 ENGINEERING ASSET MANAGEMENT AND MAINTENANCE

This unit includes the following: engineering asset management policy statement; overhaul and replacement of engineering assets; organisation for maintenance; maintenance planning and control; failure mode and effect analysis; reliability, maintainability and availability analysis; risk assessment; spare parts inventory management.

**Assumed knowledge:** MAB233 is assumed knowledge.  
**Equivalents:** MMB470  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

ENB433 PLANT AND PROCESS DESIGN

The unit is of great assistance to graduates who will work in one of the many industry where Mechanical Engineers are concerned with Plant and Process Design. These industries use heat exchangers, piping systems and cooling towers intensively. This would include power stations, mineral processing, sugar/processing and refinery/chemical industries. The unit is taught by university and industry specialists who have considerable experience in their chosen field.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

ENB448 SIGNAL PROCESSING AND FILTERING

This unit gives a comprehensive introduction to the representation and processing of signals distorted or corrupted by noise, and the systems needed to process them. Techniques to enhance, detect, classify and estimate useful information from the signals in the presence of noise and other distortions will be presented. The methods presented will be tested on real signals drawn from different engineering applications, such speech signals, image signals, biomedical signals and signals in communications systems.

**Prerequisites:** ENB342  
**Assumed knowledge:** MAB233 is assumed knowledge.  
**Equivalents:** EEB941  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

ENB435 COMPUTER INTEGRATED MANUFACTURING

Topics covered in this unit include: introduction of the concepts of strategic planning for computer integrated manufacturing; concepts of advanced manufacturing technologies and the various components of computer integrated manufacturing system; the importance of concurrent engineering in the context of CIM; introduction to the principles of modelling and simulation techniques as a design and evaluation tool for manufacturing systems.

**Assumed knowledge:** ENB231 and MAB233 are assumed knowledge.  
**Equivalents:** MMB471  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  

ENB452 ADVANCED POWER SYSTEMS ANALYSIS

The aim of this unit is to introduce you to the basic topics of power system analysis relevant to engineers involved in both operations and planning. Specific tasks will be the evaluation of faults on lines, load flow and stability analyses using commercial packages.

**Prerequisites:** ENB340  
**Assumed knowledge:** ENB301 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

ENB453 POWER EQUIPMENT AND UTILISATION

The unit emphasises the use of relevant standards to the specification and design of electrical equipment for the use of electrical energy supply for buildings and for earthing. Design approaches emphasise current engineering practise.

**Prerequisites:** ENB340  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

ENB456 ENERGY

Renewable energy sources including solar and wind energies are becoming more important than ever due to...
increasing energy demand, dwindling oil and gas supplies, increasing pollution levels in the atmosphere and the associated global warming effects. Renewables may also help improve competitiveness and have a positive impact on regional development and employment.

An overview of the different energy sources will be covered followed by an understanding of the characteristics of solar energy, radiation calculation, measurements and applications in remote, hybrid and grid interactive configurations. Students will be equipped with fundamentals of alternative energy sources including solar thermal, photovoltaics and wind conversion technologies.

**Assumed knowledge:** MAB126 or MAB180 or MAB131 are assumed knowledge. **Equivalents:** EEB911  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**ENB457 CONTROLS, SYSTEMS AND APPLICATIONS**
Control systems are playing an increasingly important role in process control, energy management and utility management. This unit is concerned with the application of advanced control systems with an emphasis on physical architectures and implementations. Topics covered include control system actuators, sensors and controllers, control system architectures, human machine interfacing, adaptive control strategies and intelligent control.

**Prerequisites:** ENB301  
**Assumed knowledge:** This unit is limited to 30 enrolments  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**ENB458 MODERN CONTROL SYSTEMS**
This unit introduces the student to the following concepts: Discrete time control systems and their design, state space modelling and control system design using state space techniques, linear optimal control, non-linear systems, and adaptive control with applications of neuro-computing and fuzzy logic.

**Prerequisites:** ENB301  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**ENB471 DESIGN OF CONCRETE STRUCTURES AND FOUNDATIONS**
Concrete design and construction; roles of building professionals; current structures; structural systems; load paths; rules of thumb; building layout, function and form, design effects; seismic and element loads; formwork and placement constraints; reinforced and prestressed concrete slabs, beams and columns; architectural issues, connections and detailing; site investigation, spread and pile footings and foundations; retaining walls.

**Prerequisites:** ENB276 and ENB371  
**Equivalents:** CEB424  
**Credit points:** 12  
**Contact hours:** 4 per week

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**ENB476 CIVIL ENGINEERING DESIGN PROJECT**
Through preparation of various civil engineering design elements of a major project, this final design strand unit builds upon the earlier units to polish students’ professional capabilities as expected of a graduate civil engineer. Students will be expected to apply to their project the knowledge and experience gained in the civil engineering sub-disciplinary core units including: Geotechnical Engineering 2, Water Engineering, and Transport Engineering. The aims of this unit are to provide you with an understanding of the role of the civil engineer within a major project, including the various technical activities undertaken, overall project management, and an understanding of community expectations.

**Prerequisites:** (ENB371 and (( ENB372, ENB376, and ENB378) or EN40MJR-CVCOENG)  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**MAB125 FOUNDATIONS OF ENGINEERING MATHEMATICS**
This unit introduces you to the fundamental mathematical ideas of function, calculus, vectors and matrices, through the use of contextualised engineering related problems. In solving these problems you will develop both an understanding of the mathematical concepts and competency in appropriate solution methods.

**Prerequisites:** MAN120  
**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge  
**Equivalents:** MAB100, MAB120, MAB180  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**MAB126 MATHEMATICS FOR ENGINEERING 1**
Building upon the foundations established in MAB125 or Senior Maths C, this unit addresses the significant role of mathematical modelling using differential equations for the description and resolution of simple and complex problems relevant to the discipline of engineering. The formulation and solution of such problems is supported by appropriate advanced mathematical concepts used for function approximation, differentiation and integration. The unit is located in first year for application in core engineering units throughout the rest of the course. Undertaking this unit will allow you to develop your problem solving skills, especially in the context of mathematical techniques applied to ordinary differential equations used to model engineering relevant problems.

**Prerequisites:** MAN121  
**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics C (or equivalent) or MAB125 or MAB180 or MAB120 is assumed
knowledge Equivalents: MAB111, MAB121, MAB131, MAB182 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

MAB127 MATHEMATICS FOR ENGINEERING 2
Building upon the foundations established in MAB125 or Senior Maths C, this unit addresses the significant role of mathematical modelling using vectors, matrices and multivariable calculus for the description and resolution of simple and complex problems relevant to the discipline of engineering. The formulation and solution of such problems is supported by appropriate advanced mathematical concepts used for function approximation, differentiation and integration. You will complete this unit in first year or first semester of second year depending on your initial maths background. Undertaking this unit will allow you to develop your problem solving skills, especially in the context of mathematical techniques related multivariable functions, vectors and matrices used to model engineering relevant problems.

Assumed knowledge: Grade of at least Sound Achievement in Senior Mathematics C (or equivalent) or MAB125 or MAB120 or MAB131 or MAB182 is assumed knowledge Equivalents: MAB112, MAB122, MAB132 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

MAB233 ENGINEERING MATHEMATICS 3
This unit will provide you with the foundation knowledge and skills to carry out a statistical data investigation including defining the problem, planning the investigation, collecting and analysing data, and reporting conclusions in context. It will also provide you with foundation knowledge and concepts of probability, random variables and distributions for further learning in engineering.

Prerequisites: MAB131 or MAB182 or MAB121 or MAB126 or MAB127 Antirequisites: BSB123, MAN101 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2013 SEM-1 and 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: MGX334, 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:**  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2