Bachelor of Business/Bachelor of Health Science (Health Services Management) (IX32)

Year offered: 2010
Admissions: No
CRICOS code: 027277D
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP rate 2010 available July 2009
International Fees (indicative): 2010: $10,500 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 409252
Past rank cut-off: 76
Past OP cut-off: 12
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and for accounting, finance, economics, and marketing majors, Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Course coordinator: Dr Erica French (Business); Ms Melinda Service (Health); HSM enrolment queries to email: sph.studentcentre @qut.com or phone: 07 3138 3368
Discipline coordinator: Jenny Nicol (Health Services Management); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Example of Full Time Course structure

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
<th></th>
<th>Year 2 Semester 2</th>
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<tbody>
<tr>
<td>BBUS</td>
<td>Business Faculty Core Unit</td>
<td>BBUS</td>
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<td>BBUS</td>
<td>Business Faculty Core Unit</td>
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<td>Business Faculty Core Unit</td>
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<tr>
<td>PUB326</td>
<td>Epidemiology</td>
<td>PUB486</td>
<td>Ethics and the Law in Health Service Delivery</td>
</tr>
<tr>
<td>PYB012</td>
<td>Psychology</td>
<td>PUB209</td>
<td>Health, Culture and Society</td>
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<thead>
<tr>
<th>Year 2 Semester 1</th>
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<th>Year 3 Semester 1</th>
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<tbody>
<tr>
<td>BBUS</td>
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<td>Business Faculty Major Unit</td>
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<td>Business Faculty Major Unit</td>
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<tr>
<td>PUB380</td>
<td>Casemix Management</td>
<td>PUB380</td>
<td>Casemix Management</td>
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<td>B HLTH</td>
<td>Health Faculty Elective Unit</td>
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<tr>
<th>Year 3 Semester 2</th>
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<th>Year 4 Semester 1</th>
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<td>BBUS</td>
<td>Business Faculty Major Unit</td>
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<td>BBUS</td>
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<td>BBUS</td>
<td>Business Faculty Major Unit</td>
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<tr>
<td>PUB490</td>
<td>Quality Management in Health</td>
<td>PUB514</td>
<td>Contract/Project Management</td>
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<tr>
<td>PUB480</td>
<td>Health Administration Finance</td>
<td>PUB545</td>
<td>Health Policy, Planning and Advocacy</td>
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<table>
<thead>
<tr>
<th>Year 4 Semester 2</th>
<th></th>
<th>Public Health Elective units for Health Services Management major</th>
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</thead>
<tbody>
<tr>
<td>BBUS</td>
<td>Business Faculty Major Unit</td>
<td>Indigenous Health</td>
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<tr>
<td>BBUS</td>
<td>Business Faculty Major Unit</td>
<td>PUB406</td>
<td>Health Promotion Practice</td>
</tr>
<tr>
<td>PUB514</td>
<td>Contract/Project Management</td>
<td>PUB557</td>
<td>Health Needs of Indigenous Australians and Other Populations</td>
</tr>
<tr>
<td>PUB545</td>
<td>Health Policy, Planning and Advocacy</td>
<td>PUB644</td>
<td>Health Promoting Schools</td>
</tr>
</tbody>
</table>

Public Health Elective units for Health Services Management major

Indigenous Health

- PUB406 Health Promotion Practice
- PUB557 Health Needs of Indigenous Australians and Other Populations
- PUB644 Health Promoting Schools
Course structure

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

Accountancy Major

Year 1 Semester 1
- BSB110 Accounting
- BSB115 Management

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

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

Year 2 Semester 2
- AYB200 Financial Accounting
- AYB230 Corporations Law

Year 3 Semester 1
- AYB225 Management Accounting
- AYB340 Company Accounting

Year 3 Semester 2
- AYB221 Computerised Accounting Systems
- AYB219 Taxation Law

Year 4 Semester 1
- AYB301 Audit and Assurance
- AYB311 Financial Accounting Issues
  OR
- AYB321 Strategic Management Accounting

Year 4 Semester 2
- EFB222 Quantitative Methods For Economics and Finance
- EFB210 Finance 1

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

Advertising Major

Year 1 Semester 1
- BSB123 Data Analysis
- BSB126 Marketing

Year 1 Semester 2
- BSB110 Accounting
- BSB115 Management

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

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

Year 3 Semester 1
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
# Year 3 Semester 2

- AMB318 Advertising Copywriting
- AMB319 Media Planning

# Year 4 Semester 1

- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio

# Year 4 Semester 2

- AMB339 Advertising Campaigns
- AMB202 Integrated Marketing Communication

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

## Banking and Finance Major

### Year 1 Semester 1

- BSB113 Economics
- BSB115 Management

### Year 1 Semester 2

- BSB124 Working in Business
- BSB126 Marketing

### Year 2 Semester 1

- BSB110 Accounting
- BSB111 Business Law and Ethics

### Year 2 Semester 2

- BSB123 Data Analysis
- BSB119 Global Business

### Year 3 Semester 1

- EFB222 Quantitative Methods For Economics and Finance
- EFB210 Finance 1

### Year 3 Semester 2

- EFB223 Economics 2
- EFB307 Finance 2

### Year 4 Semester 1

- EFB200 Applied Regression Analysis
- EFB318 Portfolio and Security Analysis

### Year 4 Semester 2

- EFB312 International Finance
- EFB201 Financial Markets

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

## Economics Major

### Year 1 Semester 1

- BSB113 Economics
- BSB115 Management

### Year 1 Semester 2

- BSB124 Working in Business
- BSB126 Marketing

### Year 2 Semester 1

- BSB110 Accounting
- EFB223 Economics 2

### Year 2 Semester 2

- BSB123 Data Analysis
- BSB119 Global Business

### Year 3 Semester 1

- EFB331 Intermediate Microeconomics
- EFB330 Intermediate Macroeconomics

### Year 3 Semester 2

- EFB222 Quantitative Methods For Economics and Finance
- EFB328 Public Economics and Finance

### Year 4 Semester 1

- BSB111 Business Law and Ethics
- EFB200 Applied Regression Analysis

### Year 4 Semester 2

- EFB338 Contemporary Application of Economic Theory
- EFB314 International Trade and Economic Competitiveness

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

## Human Resource Management Major

### Year 1 Semester 1

- EFB312 International Finance
- EFB201 Financial Markets

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

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
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<tbody>
<tr>
<td>BSB126  Marketing</td>
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<tr>
<td>BSB119  Global Business</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>BSB110  Accounting</td>
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<tr>
<td>BSB115  Management</td>
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<tr>
<th>Year 2 Semester 1</th>
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<tbody>
<tr>
<td>BSB123  Data Analysis</td>
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<tr>
<td>BSB124  Working in Business</td>
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<tr>
<th>Year 2 Semester 2</th>
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<tbody>
<tr>
<td>BSB111  Business Law and Ethics</td>
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<tr>
<td>BSB113  Economics</td>
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<tr>
<th>Year 3 Semester 1</th>
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</thead>
<tbody>
<tr>
<td>MGB207  Human Resource Issues and Strategy</td>
</tr>
<tr>
<td>MGB220  Business Research Methods</td>
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<thead>
<tr>
<th>Year 3 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>MGB200  Leading Organisations</td>
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<tr>
<td>HRM Option Unit</td>
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<tr>
<th>Year 4 Semester 1</th>
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</thead>
<tbody>
<tr>
<td>MGB331  Learning and Development in Organisations</td>
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<tr>
<td>MGB339  Performance and Reward</td>
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<tr>
<th>Year 4 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>MGB320  Recruitment and Selection</td>
</tr>
<tr>
<td>HRM Option Unit</td>
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</tbody>
</table>

### HRM Option Unit List

- Plus 2 units from the following list:
  - MGB201  Contemporary Employment Relations
  - MGB210  Managing Operations
  - MGB310  Sustainability in A Changing Environment
  - MGB309  Strategic Management
  - MGB314  Organisational Consulting and Change
  - MGB370  Personal and Professional Development
  - MGB335  Project Management

HRM students must choose two units from the above list (one must be a Level 3 unit).

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

### Management Major

<table>
<thead>
<tr>
<th>Year 1 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>BSB124  Working in Business</td>
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<tr>
<td>BSB126  Marketing</td>
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<thead>
<tr>
<th>Year 1 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>BSB110  Accounting</td>
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<tr>
<td>BSB115  Management</td>
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<thead>
<tr>
<th>Year 2 Semester 1</th>
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<tbody>
<tr>
<td>BSB123  Data Analysis</td>
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<td>BSB124  Working in Business</td>
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<table>
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<tr>
<th>Year 2 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>BSB111  Business Law and Ethics</td>
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<tr>
<td>BSB113  Economics</td>
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</table>

<table>
<thead>
<tr>
<th>Year 3 Semester 1</th>
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<tbody>
<tr>
<td>EFB240  Finance for International Business</td>
</tr>
<tr>
<td>IBB217  Asian Business Development</td>
</tr>
<tr>
<td>OR</td>
</tr>
<tr>
<td>IBB208  European Business Development</td>
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</table>

<table>
<thead>
<tr>
<th>Year 3 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>AMB210  Importing and Exporting</td>
</tr>
<tr>
<td>IBB317  now replaced by MGB340 International Business in Asia-Pacific</td>
</tr>
<tr>
<td>OR</td>
</tr>
<tr>
<td>IBB308  ow replaced by MGB340 International Business in Asia-Pacific</td>
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</table>

<table>
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<tr>
<th>Year 4 Semester 1</th>
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</thead>
<tbody>
<tr>
<td>MGB225  Intercultural Communication and Negotiation Skills</td>
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<tr>
<td>AMB336  International Marketing</td>
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<tr>
<th>Year 4 Semester 2</th>
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<tbody>
<tr>
<td>AMB303  International Logistics</td>
</tr>
<tr>
<td>AMB369  International Business Strategy</td>
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</tbody>
</table>

**Important Note:**

- Note: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative units.
- Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.
### Year 1 Semester 1
- BSB113  Economics
- BSB115  Management

### Year 1 Semester 2
- BSB124  Working in Business
- BSB126  Marketing

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

### Year 2 Semester 2
- MGB200  Leading Organisations
- BSB123  Data Analysis

### Year 3 Semester 1
- MGB210  Managing Operations
- MGB223  Entrepreneurship and Innovation

### Year 3 Semester 2
- BSB119  Global Business
- MGB310  Sustainability in A Changing Environment

### Year 4 Semester 1
- MGB309  Strategic Management
  - HRM Option Unit

### Year 4 Semester 2
- HRM Option Unit
- MGB335  Project Management

**Management Option Unit**

Management students must choose two from the following list (one must be a Level 3 unit).
- MGB201  Contemporary Employment Relations
- MGB324  Managing Business Growth
- MGB314  Organisational Consulting and Change
- MGB331  Learning and Development in Organisations
- MGB225  Intercultural Communication and Negotiation Skills

**Marketing Option Unit**

**Public Relations Major**

### Year 1 Semester 1
- BSB123  Data Analysis
- BSB126  Marketing

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

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

### Year 2 Semester 2
- BSB111  Business Law and Ethics
- BSB113  Economics

### Year 3 Semester 1
- AMB200  Consumer Behaviour
- AMB240  Marketing Planning and Management

### Year 3 Semester 2
- AMB201  Marketing and Audience Research
- AMB335  E-marketing Strategies

### Year 4 Semester 1
- AMB202  Integrated Marketing Communication
- AMB340  Services Marketing

### Year 4 Semester 2
- AMB359  Strategic Marketing
- AMB252  Business Decision Making
  - OR
- AMB336  International Marketing

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

### Marketing Major

### Year 1 Semester 1
- BSB123  Data Analysis
- BSB126  Marketing

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

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

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

**Year 3 Semester 1**
- AMB201  Marketing and Audience Research
- AMB260  Public Relations Theory and Practice

**Year 3 Semester 2**
- AMB261  Media Relations and Publicity
- AMB262  Public Relations Writing

**Year 4 Semester 1**
- AMB374  Global Public Relations Cases
- AMB360  Corporate Communication Management

**Year 4 Semester 2**
- AMB379  Public Relations Campaigns
- AMB371  Corporate Communication Strategies

**Important Note:**
Note: For AMB261 and AMB262 units please contact the School of AMPR regarding alternative unit.
Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

### Health Unit prerequisites/corequisites
For information on prereqs & coreqs visit: [www.hlth.qut.edu.au/study/forcurrentstudents/](http://www.hlth.qut.edu.au/study/forcurrentstudents/)

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

#### Faculty Core units
- BSB114  is replaced by BSB124 Working in Business
- BSB115  now retitled BSB115 Management
- BSB119  now retitled BSB119 Global Business
- BSB122  is replaced by BSB123 Data Analysis

#### Accountancy Core units
- AYB121  is now AYB200 Financial Accounting
- AYB220  is now AYB340 Company Accounting
- AYB301  now retitled AYB301 Audit and Assurance

#### Advertising Core units
- AMB221  is now AMB318 Advertising Copywriting
- AMB222  is now AMB319 Media Planning
- AMB321  is now AMB339 Advertising Campaigns

#### Banking and Finance Core units
- EFB101  is replaced by EFB222 Quantitative Methods for Economics and Finance
- EFB102  now retitled EFB223 Economics 2

#### Economics Core units
- EFB101  is replaced by EFB222 Quantitative Methods for Economics and Finance
- EFB102  now retitled EFB223 Economics 2
- EFB202  is replaced by EFB330 Intermediate Macroeconomics
- EFB211  is replaced by EFB331 Intermediate Microeconomics
- EFB314  is replaced by EFB336 International Economics
- EFB329  is now EFB338 Contemporary Application of Economic

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

#### Human Resource Management Core units
- MGB220  now retitled MGB220 Business Research Methods
- MGB221  is now MGB339 Performance and Reward

#### International Business Core units
- IBB202  is replaced by EFB240 Finance for International Business
- IBB208  IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
- IBB210  is now replaced by AMB210 Importing and
Exporting

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

Management Core units

- MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

Marketing Core units

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

Public Relations Core units

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

Business Law and Tax Extended Major (BLX)

- AYB223 replaced by AYB230 Corporations Law
- AYB325 is now AYB219 Taxation Law
- AYB305 is replaced by AYB205 Law of Business Entities
- AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

- AYB223 is replaced by AYB230 Corporations Law
- AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)

- AMB230 now retitled AMB230 Digital Promotions
- AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

- AYB312 is now AYB232 Financial Institutions Law
- EFB200 is replaced by EFB333 Introductory Econometrics
- EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

- EFB200 is replaced by EFB333 Introductory Econometrics
- EFB202 is replaced by EFB330 Intermediate Macroeconomics
- EFB211 is replaced by EFB331 Intermediate Microeconomics
- EFB325 is replaced by EFB336 International Economics
- EFB318 is replaced by EFB335 Investments
- EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

- EFB200 is replaced by EFB333 Introductory Econometrics
- EFB324 is replaced by EFB201 Financial Markets
- EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

- EFB318 is replaced by EFB335 Investments
- AYB312 is now AYB232 Financial Institutions Law
- EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

- MGB315 is now MGB370 Personal and Professional Development
- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- IBB303 is now AMB303 International Logistics
- AMB230 now retitled AMB230 Digital Promotions
- IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- MGB218 is now MGB324 Managing Business Growth
- MGB315 is now MGB370 Personal & Professional Development
- IBB210 is replaced by AMB210 Importand and Exporting
- IBB303 is now AMB303 International Logistics

Published on: 16 May 2011
Marketing Extended Major (MKX)

AMB251 now retitled AMB251 Innovation and Brand Management
AMB260 is replaced by AMB263 Introduction to Public Relations
AMB351 is now AMB209 Tourism Marketing
AMB352 is replaced by AMB252 Business Decision Making
AMB354 is now AMB208 Events Marketing
IBB213 is now AMB336 International Marketing
IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370 is replaced by AMB374 Global Public Relations Cases
AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223 is replaced by AYB230 Corporations Law
AYB325 is now AYB219 Taxation Law
AYB305 is now AYB205 Company Law & Practice
AYB312 is now AYB232 Financial Institutions Law
BSB213 is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

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

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB329 is now 338 Contemporary Applications of Economics
EFB314 is replaced by EB336 International Economics
EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations
AMB230 now retitled AMB230 Digital Promotions
AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

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

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion
AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:
Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practices Accountant, Community Health Officer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Home Economist, Information Officer, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Policy Officer, Project Developer, Project Manager, Public Health Officer, Public Relations Officer/Consultant, Publishing Professional, Risk Manager, Stockbroker.

UNIT SYNOPSIS

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.
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.

This unit provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.

**Prerequisites:** BSB119 or CTB119  
**Equivalents:** IBB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AMB220 ADVERTISING THEORY AND PRACTICE

This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

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

### AMB240 MARKETING PLANNING AND MANAGEMENT

This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment.

Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

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

### AMB252 BUSINESS DECISION MAKING

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** AMB352  
**Credit points:** 12  
**Campus:** Gardens Point

### AMB260 PUBLIC RELATIONS THEORY AND PRACTICE

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

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of previous study for non-Business students only  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Credit points:** 12  
**Incompatible with:** COB325

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**AMB261 MEDIA RELATIONS AND PUBLICITY**

This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.

**Prerequisite(s):** AMB260  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Credit points:** 12  
**Incompatible with:** COB325

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**AMB262 PUBLIC RELATIONS WRITING**

This unit will introduce students to a range of public relations writing needs. With heavy practical emphasis, the students will create a substantial portfolio of writing across controlled and uncontrolled media. Writing for print and electronic forms is covered as well as new/interactive media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the research components of the writing exercise as well as the writing/rewriting cycle.

**Prerequisite(s):** AMB260  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Credit points:** 12  
**Teaching period:** 2009 SEM-1  
**Incompatible with:** COB326

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**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.

**Prerequisite(s):** AMB210, IBB210, AMB240, or CTB240  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB318 ADVERTISING COPYWRITING**

**Prerequisite(s):** AMB220 or COB308  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB319 MEDIA PLANNING**

**Prerequisite(s):** AMB220  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB320 ADVERTISING MANAGEMENT**

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

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

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**AMB330 ADVERTISING PLANNING PORTFOLIO**

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

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

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**AMB335 E-MARKETING STRATEGIES**

**Prerequisite(s):** AMB240 or CTB240, and AMB201 or CTB201  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB336 INTERNATIONAL MARKETING**

**Prerequisite(s):** AMB240, CTB240, AMB210, or IBB210  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMB339 ADVERTISING CAMPAIGNS**

**Prerequisites:** AMB320 and AMB330  
**Equivalents:** AMB321  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB340 SERVICES MARKETING**

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

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

**AMB359 STRATEGIC MARKETING**

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

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

**AMB360 CORPORATE COMMUNICATION MANAGEMENT**

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

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

**AMB369 INTERNATIONAL BUSINESS STRATEGY**

‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’  

**Prerequisites:** AMB336, AMB303, IBB303, or IBB213  
**Equivalents:** IBB300  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB371 CORPORATE COMMUNICATION STRATEGIES**

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

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

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. 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:** AMB372, AMB261, or AMB262  
**Equivalents:** AMB370  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

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

**Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201  
**Equivalents:** AMB361  
**Credit points:** 12
AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.
Prerequisites: BSB110 or CTB110 Equivalents: AYB121 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AYB219 TAXATION LAW
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.
Prerequisites: BSB111 or CTB111 Antirequisites: LWB364 Equivalents: AYB325 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB221 COMPUTERISED ACCOUNTING SYSTEMS
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.
Prerequisites: BSB110 or CTB110 Antirequisites: AYN443 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (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 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.
Prerequisites: BSB111 or CTB111 Credit points: 12 Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB301 AUDIT AND ASSURANCE
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.
Prerequisites: AYB221, and AYB340 or AYB220 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AYB311 FINANCIAL ACCOUNTING ISSUES
This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and ...
employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used.

**Prerequisites:** AYB340 or AYB220  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB321 STRATEGIC MANAGEMENT ACCOUNTING**

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

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

**AYB340 COMPANY ACCOUNTING**

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

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

**BSB110 ACCOUNTING**

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

**Antirequisites:** BSD110, CNB293, UDB342

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

**BSB111 BUSINESS LAW AND ETHICS**

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

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

**BSB113 ECONOMICS**

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

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

**BSB115 MANAGEMENT**

The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.

**Antirequisites:** BSD115  
**Equivalents:** CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB119 GLOBAL BUSINESS**

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

**Antirequisites:** BSB116, BSB112  **Equivalents:** CTB119

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

**BSB123 DATA ANALYSIS**

The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.

**Antirequisites:** BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB124 WORKING IN BUSINESS**

This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does “Working in Business” give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.

**Antirequisites:** BSB114, CTB114, HHB113  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB126 MARKETING**

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

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

**EFB200 APPLIED REGRESSION ANALYSIS**

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

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

**EFB201 FINANCIAL MARKETS**

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

**Prerequisite(s):** BSB113 or CTB113  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFB210 FINANCE I**

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.

**Prerequisite(s):** BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  **Antirequisites:** EFB206  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM
EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233  Antirequisites: EFB101  Credit points: 12  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB223 ECONOMICS 2
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.
Prerequisites: BSB113 or CTB113  Equivalents: EFB102  Credit points: 12  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.
Prerequisites: EFB210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.
Prerequisites: EFB210  Antirequisites: EFB212, IBB202, EFB240  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB314 INTERNATIONAL TRADE AND ECONOMIC COMPETITIVENESS
The unit analyses the increasing globalisation of world trade and investment, and develops an analytical framework to assess the impact of these flows on the Australian economy, its businesses, people and policy makers. It examines the patterns of trade and capital flow.
Prerequisite(s): EFB211 & EFB202  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: EFB212

EFB318 PORTFOLIO AND SECURITY ANALYSIS
This unit addresses the following topics: management of investment portfolios; diversification; performance management; risk management; advanced asset pricing models; equity valuation strategies and fixed interest risk analysis.
Prerequisite(s): EFB307  Contact hours: 3 per week  Campus: Gardens Point

EFB328 PUBLIC ECONOMICS AND FINANCE
The major topics/areas covered in this unit include principles underlying government provision, distribution and finance as responses to market failure, externalities and government intervention in the presence of externalities and economics of pollution control Cost benefit analysis and the environment are also dealt with under this section. In the next section we provide an introduction to taxation and then we discuss tax compliance and reform of the tax system. Under education the unit will cover the following: Market failure and government failure in education, financing of education and education outcomes, consumer choice in education and economic analysis of current directions in education reform. Under health the unit will cover topics such as demand for health, health sector targets and instruments of public policy, health care financing and outputs in Australia and problems of information in the health sector.
Prerequisite(s): EFB211  Contact hours: 3 per week  Campus: Gardens Point
EFB330 INTERMEDIATE MACROECONOMICS  
**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB202  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

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

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY  
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.  
**Prerequisites:** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  
**Equivalents:** EFB329  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

HMB273 EXERCISE PHYSIOLOGY 1  
This unit describes the immediate physiological responses to exercise, and the adaptations that occur with long-term exercise training. Exercise places a demand on the human body to provide sufficient energy to perform. The metabolic, hormonal, cardiovascular and pulmonary systems must adapt to meet the challenge of homeostasis. The active skeletal muscle must increase extraction and utilisation of oxygen and other fuels, the cardiovascular system must respond to improved gas and fuel transport, and lung function must change to facilitate increased respiratory gas exchange.  
**NOTE for Summer Semester students:** Teaching will not commence until January 2010, but some unit information will be available from 16 November 2009.

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

IBB208 EUROPEAN BUSINESS DEVELOPMENT  
This unit focuses on the major factors involved in the development of European business practices, organisational structures and government/business relations. Topics covered will include: demographic change; agriculture; trade and colonisation; transport and communications; financial institutions and capital accumulation; intellectual and religious movements; economic theories; the role of government; war and revolution; industrialisation; big business; the Great Depression; social change. Various countries will be used as case studies to illustrate the topics.  
**Prerequisite(s):** BSB119 or CTB119 or BSB116  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** MIB208

IBB217 ASIAN BUSINESS DEVELOPMENT  
This unit gives students an understanding of the historical foundations of the development of business in East and South East Asia. Material presented includes the traditional economic and social institutions in Asia and their changing impact on business since East Asia's integration into the international economy. Topics studied will include: the evolution of local firms and firm structures; the impact of western business and economic influences; local ideology and development policies; the rapid growth of Northeast Asia, the Asian NICs and ASEAN. The changing impact of the international economy upon business development within selected East Asian economies is a unifying theme of this unit.  
**Prerequisite(s):** BSB119 or CTB119 or BSB116  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** MIB200

LSB111 UNDERSTANDING DISEASE CONCEPTS  
This unit introduces the structure and function of the body, reviews the body systems and links those to mechanisms of disease. Systems and topics covered are: integumentary, skeletal, muscular, nervous, endocrine, blood, heart and circulation, lymphatic, immune, respiratory, digestive (including nutrition and metabolism), urinary, reproductive, concepts of growth and development, genetics. Examples of diseases introduced are: heart disease and hypertension, cancers (lung, breast, skin, colon, prostate, testicular, cervical), diabetes, depression, Parkinson's disease, asthma and chronic obstructive lung diseases.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

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

MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions

Prerequisites: BSB115 or CTB115  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

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

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

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

Prerequisites: BSB123 or BSB122  
Antirequisites: AMB201, CTB201  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

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

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

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practice managing the process of communication/negotiation to improve their outcomes.

Prerequisites: BSB115, CTB115, BSB119 or BSB124  
Antirequisites: MGB312  
Equivalents: IBB205  
Credit points: 12  
Contact hours: 3  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232  
Antirequisites: MIB314  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1 and 2010 SEM-2
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 MGB232  Antirequisites: MGB334, CTB334, MGB212
Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-2

MGB314 ORGANISATIONAL CONSULTING AND CHANGE
Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.
Prerequisites: MGB211, CTB211, MGB222, CTB232, or MGB200  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Carseldine  Teaching period: 2010 SEM-1

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

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

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

MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.
Prerequisites: MGB201, MGB207, or CTB207  Equivalents: MGB221  Credit points: 12  Contact hours: 3  Teaching period: 2010 SEM-1

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.

Prerequisites: MGB331 and BSB124
Equivalents: MGB315
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

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

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

PUB208 UNDERSTANDING HEALTH INFORMATION
This aims to provide students with an understanding and appreciation of the diversity of health information resources available; the benefits of high-quality and standardised health information for positive health outcomes and the management of health services; and the various technology platforms available (including telecommunications and the internet). Students develop data organisation and management skills relevant to systems within the health industry context.

Credit points: 12
Teaching period: 2010 SEM-2

PUB209 HEALTH, CULTURE AND SOCIETY
This unit is concerned with the social and cultural dimensions of health and illness and how they relate to health status and patterns of behaviour. The unit introduces students to thinking about health from sociological and anthropological perspectives, drawing on relevant concepts and theory to examine selected public health issues. Identifying and addressing social and cultural factors that shape people's health experiences of health, illness and health systems are integral parts of public health practice in terms of reducing health inequalities, delivering appropriate services, and ultimately improving population health outcomes.

Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

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

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

PUB326 EPIDEMIOLOGY
Epidemiology is the core scientific method of public health. It is the study of the distribution of health and disease in the population and includes research into causes of disease and the effectiveness of public health programs. Epidemiological methods are used to generate the evidence base for clinicians, health promotion specialists, health educators, occupational and environmental health officers and health service managers.

Credit points: 12
Contact hours: 3 per week (Ext PU40 Pub Hlth students only)
Campus: Kelvin Grove and External
Teaching period: 2010 SEM-1

PUB336 WOMEN'S HEALTH
This unit explores the data and current health issues related to women's health and critically evaluates health related policies, systems and practices in terms of their impact on women's health, internationally and in Australia. The social, economic, cultural and political influences on women's health, and the specific needs of sub-populations of women are examined.

Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

PUB341 NUTRITION EDUCATION
This unit explores the history and philosophy of nutrition education as well as its theoretical basis. Students develop skills in the development, implementation and evaluation of nutrition education programs for particular target groups. They are introduced to a range of nutrition education programs currently underway as well as policy underpinning these programs. There is an opportunity to develop a real world example.

Prerequisite(s): PUB201
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2008 SEM-1
PUB380 CASEMIX MANAGEMENT
Casemix is used to describe and analyse the activity and outputs of health care services and provides an important source of information for decision making by a range of health care professionals. This unit aims to provide the following: an overview of the history and development of casemix classification systems; structure of DRGs; casemix applications in quality improvement, utilisation review, costing, planning and management; casemix and funding health care services; casemix classification systems for acute inpatients; data quality issues; casemix grouping software; and current casemix initiatives and applications.
Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

PUB406 HEALTH PROMOTION PRACTICE
This unit ties together the fundamental health promotion knowledge and constructs covered in earlier units in the public health subject area. It builds upon this basis to introduce students to the range of strategies available to a health promotion practitioner. The unit promotes an appreciation of the strengths and weaknesses of different approaches, as well as related administrative factors. Students undertake a small health promotion project in groups of 3-4. This is an essential field of study for those students who wish to work in a health promotion or related field.
Prerequisites: PUB251 or PUB530    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

PUB436 EVIDENCE BASED PRACTICE
Credit points: 12    Teaching period: 2010 SEM-2

PUB480 HEALTH ADMINISTRATION FINANCE
This unit addresses the following: financial administration and resource/financial distribution within the Commonwealth and State governments; financial management in the health industry; financial analysis; planning and budgeting; working capital management in the health industry; health care financial performance and evaluation; and methodologies for costing health services.
Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove and External    Teaching period: 2010 SEM-2

PUB486 ETHICS AND THE LAW IN HEALTH SERVICE DELIVERY
This unit enables students to develop an awareness of the ethical and legal issues associated with the public sector and health care in the pre-hospital care setting. This unit covers topics relating to the code of ethics, the code of conduct and the legislation unique to the emergency health services. Students are required to apply content knowledge using the problem based learning strategy. Topics include introduction to ethics, morality and ethical theory, bioethics, public sector ethics, overview of the Australian legal system, consent to and refusal of health care, duty of care, confidentiality, and record keeping.
Prerequisites: PUB280    Credit points: 12    Campus: Kelvin Grove and External    Teaching period: 2010 SEM-2

PUB490 QUALITY MANAGEMENT IN HEALTH
Quality is integral to all aspects of healthcare delivery. Knowledge and understanding of the concepts of quality management, and the ability to perform quality processes are essential for all health care professionals. This unit provides students with the necessary knowledge and skills to develop a quality management program, perform quality improvement activities, and expand outcomes into process improvements and organisational change. The principles underpinning evidence based medicine and clinical pathways (including variance analysis) are presented, methods of health care performance measurement are explored, and a clinical quality framework model is introduced.
Assumed knowledge: Background knowledge of the health care system is assumed knowledge.    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

PUB514 CONTRACT/PROJECT MANAGEMENT
This unit aims to prepare students for participation in contract and project management in the health sector. The unit provides advanced undergraduate students with an opportunity to develop an understanding of health project contract management using both theoretical and practical examination of current state and national contracts and projects.
Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove and External    Teaching period: 2010 SEM-1

PUB545 HEALTH POLICY, PLANNING AND ADVOCACY
Antirequisites: PUB511    Credit points: 12    Teaching period: 2010 SEM-1

PUB557 HEALTH NEEDS OF INDIGENOUS AUSTRALIANS AND OTHER POPULATIONS
The unit examines the health needs of a range of population groups, particularly the health needs of indigenous Australians. Health is viewed in its social and economic context. The unit allows a recognition and focus on particular health concerns that might not be considered significant in an examination of broad patterns of health. It forces a consideration of how strategies to improve health, including important questions of access and equity. The unit provides an overall picture of health patterns of indigenous Australians and other specific populations.
Prerequisites: PUB251    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove
period: 2010 SEM-1

PUB609 HEALTH RESOURCE ALLOCATION
This unit aims to prepare students for participation in health sector decision making as underpinned by a range of health specific evaluation activities. The unit provides students with a grounding in the methodologies of health evaluation and resource allocation.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-2

PUB611 RISK MANAGEMENT
Note: This unit is available externally only for Second Semester 2010.
This unit provides students with the knowledge and skills for the assessment and quantification of risk in the workplace. It considers the various models available to investigate and analyse accidents and propose strategies to prevent similar incidents in the future. Various hazard identification techniques such as HAZOP, Fault Tree Analysis and FMEA are discussed. The unit provides students with the ability to position occupational health and safety within an organisation's strategic decision making process.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-2

PUB644 HEALTH PROMOTING SCHOOLS
This subject is designed to extend students' understanding of health promotion in a school setting. The learning objectives for this course are designed to reinforce the links between education and health, in relation to the planning, implementation and evaluation of a school based health promotion intervention. It also addresses some of the management issues that underlie such an approach to the promotion of health and well being in the school community. Case studies or activities offer a range of opportunity for reflection and investigation.
Credit points: 12  Campus: External  Teaching period: 2010 SEM-2

PUB875 PROFESSIONAL PRACTICE
This unit is undertaken by students in the public health, and nutrition and dietetics strands of the B(HlthSc. It provides students with the opportunity of working in one or a number of placements in a professional capacity in an area of interest to the student. It provides an opportunity for students to apply the knowledge and skills acquired through their course to a practical problem or workplace situation.
Prerequisites: PUB514  Antirequisites: PUB645
Assumed knowledge: Completion of 240 credit points of study is assumed knowledge.  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PYB012 PSYCHOLOGY
The body of knowledge which defines Psychology as a discipline is basic to an understanding of human behaviour and interaction. Psychological theories, concepts and methods of investigation provide ways of evaluating personal and professional practice. Informed practice can then seek to meet the needs of individuals, groups and communities. All professional people need to have frameworks for understanding their own behaviour and that of others. This unit provides students with essential knowledge as a basis for their personal and professional effectiveness. It is the foundation for understanding further study in psychology and its many applications.
Equivalent: PYB100, PYB101  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

PYB054 PSYCHOLOGY AND GENDER
This unit asks 'What is gender?'. It includes theories of gender; male and female; masculine and feminine; roles versus power; counselling issues; old and new paradigms; history of psychology of gender; sexuality; mothers and fathers; psychology constructs the female; psychology in patriarchal discourse; family therapy theory and feminist critiques; psychological constructs and the media; film and media; psychology of gender and power.
Prerequisites: PYB012, PYB101, PYB102, or PYB100
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

PYB067 HUMAN SEXUALITY
This unit explores historical approaches to studying, explaining and regulating human sexuality with an awareness of the social nature of definitions of 'normal' or 'acceptable' sexual behaviours. Students critically examine definitions of 'healthy' or 'morally acceptable' or 'normal' sexuality. Different models of sexuality are considered with an emphasis on contemporary critiques of the traditional paradigms of sexuality in the West.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PYB203 DEVELOPMENTAL PSYCHOLOGY
This unit provides an introduction to life span developmental psychology. It unit covers the major theories of life span development and includes biological, social and cognitive aspects of development from birth through to old age. It emphasises the interdependency of all aspects of development and the importance of the physical, family, socio-cultural and historical contexts within which development occurs. The unit aims to develop the student's understanding of general patterns of human development and of the ways in which the development of particular individuals and groups may vary from these general...
patterns.

Prerequisites: PYB012, PYB101, PYB102 or PYB100
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PYB205 SOCIAL PSYCHOLOGY
People are social beings. Their thoughts, feelings and actions are influenced by the real, imagined or implied presence of others. To obtain greater insight into people's behaviour, it is essential to investigate scientifically the relationship between the individual and the group. The effects of the individual within the group and the group upon the individual are studied.

Prerequisite(s): PYB100 or PYB101 or PYB102  Credit points: 12  Contact hours: 3 per week  Campus: Carseldine  Teaching period: 2007 SEM-1

PYB307 HEALTH PSYCHOLOGY
This unit examines the psychological dimension of physical illness, health, and health care. There is a strong focus on health psychology in an Australian context with particular emphasis on cross-cultural and indigenous health-related issues. The unit examines definitions of health and health psychology; the role of health psychology; the determinants of health behaviours (e.g., cognitive, attitudinal, motivational, personality, social, developmental); medical settings and patient behaviour; patient and practitioner communication; stress, illness, and coping; pain and pain management; chronic and terminal illness in childhood and adulthood.

Prerequisites: PYB100, PYB101 or PYB102  Assumed knowledge: Successful completion of all first and second year units is assumed knowledge.  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2010 SEM-2