Bachelor of Business / Bachelor of Fine Arts (Fashion) (IX35)

Year offered: 2011
Admissions: Yes
CRICOS code: 064813M
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $3,630 per semester (indicative)
International Fees (indicative): 2011: $10,500 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 409632
Past rank cut-off: Admission to course is based on Additional Entry Requirements and previous academic achievement. Please refer to Additional Entry Requirements.
Past OP cut-off: Admission to course is based on Additional Entry Requirements and previous academic achievement. Please refer to Additional Entry Requirements.
Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Course coordinator: Head, Undergraduate Studies (Creative Industries); Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Mr Dean Brough (Fashion); Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Why choose this course?
QUT delivers the only bachelor degree in fashion in Queensland. We will embrace your individuality, nurture your creative spirit, and encourage you to develop design skills to match your aspirations.

Fashion is international, irrational and inspirational. It is a global industry that each day effects what we choose to wear. Through fashion we express our individuality and declare our place in the world.

Practical teaching

This conceptually driven, designer-level course is delivered in a studio setting. Your creative practice will be supported by practical business skills along with computer-aided design skills in all years of study.

Industry links
In your final year your work will be showcased to industry and you will have the opportunity to undertake projects to set you up for the real world.

Facilities / technology
You will work with industry standard technology and facilities including design and construction studios, Computer Aided Design (CAD) facilities, and screen and digital print facilities. You will be based at the purpose-built facilities at QUT’s Creative Industries Precinct at Kelvin Grove.

Career outcomes
Graduates impact the emerging Brisbane fashion scene and successfully launch their careers internationally.

They excel as independent designers and as designers in larger fashion houses. Others work as fashion stylists, international trend forecasters and product development managers, living and working in cities all over the world; from London to Sydney, Brisbane to Paris. Pathways to further study, including honours and research degrees, are available.

Overseas links
You will have opportunities to study or work overseas as part of your course through international exchange and scholarship programs. Students have completed exchanges on scholarship to Amsterdam, England, Milan and India. They have travelled to New York on study tours and have undertaken internships in London, Hong Kong and New York.

Exhibitions
Final year students' collections are showcased to industry through an annual fashion event. Find out more at www.creativeindustries.qut.edu.au/about_us/whatson/

QUT’s annual Shape of Things to Come exhibition exhibiting the best graduate design work from the Creative Industries Faculty and Faculty of Built Environment and Engineering. Browse the site here shapeofthingstocome.ci.qut.edu.au/
View examples of student work at www.nowalls.qut.edu.au

Professional Recognition
Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Additional Entry Requirements
For Additional Entry requirements please visit the Creative Industries website

OP Guarantee
The OP Guarantee does not apply to this course.

Course Design
This course is made up of 384 credit points. Each component (i.e. Business and Fashion) comprises 192 credit points.

You will be immersed in your fine arts major with 14 studio units, and have a broad creative industries perspective from the two foundation units.

Your business degree component comprises eight business core units, and eight business major units. You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. Accountancy students will complete 10 major units and 6 Business School core units in order to meet professional recognition requirements.

Deferment
QUT’s deferment policy does not apply to this course.

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website

Important Information for Business Students
QUT Business School rules and procedures are outlined in the Business Undergraduate Guidelines booklet.

Other useful information can be found on the Student Services website.

Course structure for students commencing in 2011

Year 1, Semester 1
KFB103 Introduction to Fashion
KKB101 Creative Industries: People and Practices
Business School Core Unit
Business School Core Unit

Year 1, Semester 2
KFB106 Unspeakable Beauty: A History of Fashion and Style
KKB102 Creative Industries: Making Connections
Business School Core Unit
Business School Core Unit

Year 2, Semester 1
KFB101 Design Studio 1
KFB107 Drawing for Fashion
Business School Core Unit
Business School Core Unit

Year 2, Semester 2
KFB102 Design Studio 2
KFB104 Sustainability: The Materiality of Fashion
Business School Core Unit
Business School Core Unit

Year 3, Semester 1
KFB200 Design Studio 3
KFB206 Fashion and Modernity
Business School Major Unit
Business School Major Unit

Year 3, Semester 2
KFB202 Design Studio 4
KFB207 Contemporary Fashion
Business School Major Unit
Business School Major Unit

Year 4, Semester 1
KFB301 Design Studio 5
KFB303 Fashioning Futures
Business School Major Unit
### Business School Major Unit

#### Year 4, Semester 2
- KFB302  Design Studio 6  
  Business School Major Unit  
  Business School Major Unit

Course structure for students who commenced in 2010

#### Year 1, Semester 1
- KFB103  Introduction to Fashion  
- KKB101  Creative Industries: People and Practices  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 1, Semester 2
- KFB106  Unspeakable Beauty: A History of Fashion and Style  
- KKB102  Creative Industries: Making Connections  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 2, Semester 1
- KFB101  Design Studio 1  
- KFB107  Drawing for Fashion  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 2, Semester 2
- KFB102  Design Studio 2  
- KFB104  Sustainability: The Materiality of Fashion  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 3, Semester 1
- KFB200  Design Studio 3  
- KFB206  Fashion and Modernity  
  Business Faculty Major Unit  
  Business Faculty Major Unit

#### Year 3, Semester 2
- KFB202  Design Studio 4  
- KFB207  Contemporary Fashion  
  Business Faculty Major Unit  
  Business Faculty Major Unit

### Accountancy Major

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

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

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

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

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

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

#### Year 4 Semester 1
- AYB230  Corporations Law  
- AYB321  Strategic Management Accounting

#### Year 4 Semester 2
- AYB301  Audit and Assurance  
- AYB311  Financial Accounting Issues

### Advertising Major
Year 1 Semester 1
BSB113  Economics
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
AMB200  Consumer Behaviour
AMB220  Advertising Theory and Practice

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

Year 3 Semester 2
AMB318  Advertising Copywriting
AMB319  Media Planning

Year 4 Semester 1
AMB320  Advertising Management
AMB330  Advertising Planning Portfolio

Year 4 Semester 2
AMB339  Advertising Campaigns
BSB123  Data Analysis

Economics Major

Year 1 Semester 1
BSB113  Economics
BSB115  Management

Year 1 Semester 2
BSB123  Data Analysis
BSB124  Working in Business

Year 2 Semester 1
BSB110  Accounting
BSB111  Business Law and Ethics

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

Year 3 Semester 1
EFB330  Intermediate Macroeconomics
EFB331  Intermediate Microeconomics

Year 3 Semester 2
Choice units or remaining Business School Core Units
Choice units or remaining Business School Core Units

Year 4 Semester 1
Choice units or remaining Business School Core Units
Choice units or remaining Business School Core Units

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

Choice Units
Choose any three of the following:

EFB332  Applied Behavioural Economics
EFB333  Introductory Econometrics
EFB334  Environmental Economics and Policy
EFB336  International Economics
EFB337  Game Theory and Applications

Remaining Business Core Units
Student must complete both remaining Business School Core units:

BSB119  Global Business
BSB126  Marketing

Finance Major

Year 1 Semester 1
BSB113  Economics
BSB115  Management

Year 1 Semester 2
BSB124  Working in Business

Year 2 Semester 1
BSB110  Accounting
BSB111  Business Law and Ethics

Page 4/19
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>Year 2 Semester 2</td>
<td></td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td></td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>EFB222</td>
<td>Quantitative Methods For Economics and Finance</td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td></td>
</tr>
<tr>
<td>EFB201</td>
<td>Financial Markets</td>
</tr>
<tr>
<td>EFB307</td>
<td>Finance 2</td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td></td>
</tr>
<tr>
<td>EFB223</td>
<td>Economics 2</td>
</tr>
<tr>
<td>EFB335</td>
<td>Investments</td>
</tr>
<tr>
<td>Year 4 Semester 2</td>
<td></td>
</tr>
<tr>
<td>EFB312</td>
<td>International Finance</td>
</tr>
<tr>
<td>EFB340</td>
<td>Finance Capstone</td>
</tr>
<tr>
<td>Human Resource Management Major</td>
<td></td>
</tr>
<tr>
<td>Year 1 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>Year 1 Semester 2</td>
<td></td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>Year 2 Semester 2</td>
<td></td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td></td>
</tr>
<tr>
<td>MGB207</td>
<td>Human Resource Issues and Strategy</td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td></td>
</tr>
<tr>
<td>MGB220</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td></td>
</tr>
<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
</tr>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>Year 4 Semester 2</td>
<td></td>
</tr>
<tr>
<td>MGB331</td>
<td>Learning and Development in Organisations</td>
</tr>
<tr>
<td>MGB339</td>
<td>Performance and Reward</td>
</tr>
<tr>
<td>International Business Major</td>
<td></td>
</tr>
<tr>
<td>Year 1 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>Year 1 Semester 2</td>
<td></td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>Year 2 Semester 2</td>
<td></td>
</tr>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td></td>
</tr>
<tr>
<td>AYB227</td>
<td>International Accounting</td>
</tr>
<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td></td>
</tr>
<tr>
<td>AMB210</td>
<td>Importing and Exporting</td>
</tr>
<tr>
<td>EFB240</td>
<td>Finance for International Business</td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td></td>
</tr>
<tr>
<td>AMB303</td>
<td>International Logistics</td>
</tr>
<tr>
<td>AMB336</td>
<td>International Marketing</td>
</tr>
<tr>
<td>Year 4 Semester 2</td>
<td></td>
</tr>
<tr>
<td>AMB369</td>
<td>International Business Strategy</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>MGB340</td>
<td>International Business in the Asia-Pacific</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>Year 1 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>Year 2 Semester 2</td>
<td></td>
</tr>
<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td></td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB240</td>
<td>Marketing Planning and Management</td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td></td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td></td>
</tr>
<tr>
<td>AMB335</td>
<td>E-marketing Strategies</td>
</tr>
<tr>
<td>AMB340</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>Year 4 Semester 2</td>
<td></td>
</tr>
<tr>
<td>AMB336</td>
<td>International Marketing</td>
</tr>
<tr>
<td>AMB359</td>
<td>Strategic Marketing</td>
</tr>
<tr>
<td>Public Relations Major</td>
<td></td>
</tr>
<tr>
<td>Year 1 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>Year 1 Semester 2</td>
<td></td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td></td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>Year 2 Semester 2</td>
<td></td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td></td>
</tr>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td></td>
</tr>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
</tbody>
</table>
UNIT SYNOPSES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.
Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: MIB204
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a “total” approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.
Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: COB207, MIB309
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia’s economic development. Provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.
Prerequisites: BSB119 or CTB119
Equivalents: AMX210, IBB210
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a
preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117

**Antirequisites:** COB308

**Equivalents:** AMX220

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**AMB240 MARKETING PLANNING AND MANAGEMENT**

This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

**Prerequisites:** BSB126 or CTB126

**Equivalents:** AMX240, CTB240

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117

**Equivalents:** AMB260, AMX263

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**AMB264 PUBLIC RELATIONS TECHNIQUES**

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117

**Antirequisites:** AMB261, AMB262

**Equivalents:** AMX264

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**AMB303 INTERNATIONAL LOGISTICS**

This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.

**Prerequisites:** AMB210, IBB210, AMB240, or CTB240

**Equivalents:** AMX303, IBB303

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**AMB318 ADVERTISING COPYWRITING**

There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students’ thinking and writing skills are refined in weekly workshops and culminate in a group project.

**Prerequisites:** AMB220 or COB308

**Equivalents:** AMB221, AMX318

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**AMB319 MEDIA PLANNING**

This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.

**Prerequisites:** AMB220

**Equivalents:** AMB222, AMX319

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2
AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.
Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  
Equivalents: AMX320  
Credit points: 12
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.
Prerequisites: AMB318 or AMB221, and AMB319 or AMB222  
Equivalents: AMX330  
Credit points: 12
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB335 E-MARKETING STRATEGIES
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  
Equivalents: AMB241, AMX335  
Credit points: 12  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB336 INTERNATIONAL MARKETING
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.
Prerequisites: AMB240, CTB240, AMB210, or IBB210  
Equivalents: AMX336, IBB213  
Credit points: 12  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB339 ADVERTISING CAMPAIGNS
This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.
Prerequisites: AMB320 and AMB330  
Equivalents: AMB321, AMX339  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  
Antirequisites: MIB311  
Equivalents: AMX340, CTB340  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB359 STRATEGIC MARKETING
Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of
strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.

Prerequisites: AMB340, and AMB335 or AMB241
Equivalents: AMB341, AMX359
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB369 INTERNATIONAL BUSINESS STRATEGY
‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’

Prerequisites: AMB336, AMB303, IBB303, or IBB213
Equivalents: AMX369, IBB300
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

Prerequisites: ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)
Equivalents: AMX372
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.

Prerequisites: (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)
Equivalents: AMB360, AMX373
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.

Prerequisites: AMB372, AMB261, or AMB262
Equivalents: AMB370, AMX374
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisites: AMB372 and AMB373, or AMB360
Equivalents: AMX375
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisites: AMB374 or AMB370, and AMB201 or CTB201
Equivalents: AMB361, AMX379
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.

Prerequisites: BSB110 or CTB110
Equivalents: AYB121, AYX200
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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, AYX219  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Equivalents:** AYX221  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AYB223 MANAGEMENT ACCOUNTING

This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYX225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AYB227 INTERNATIONAL ACCOUNTING

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

**Prerequisites:** BSB110 or CTB110, and BSB119 or CTB119  
**Equivalents:** AYX227  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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 auditing and auditing standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.

**Prerequisites:** (AYB221 or INB120) and (AYB340 or AYB220)  
**Equivalents:** AYX301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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  
**Equivalents:** AYX311  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AYB321 STRATEGIC MANAGEMENT ACCOUNTING

Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; strategic planning and budgetary systems; pricing and product mix decisions; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC), 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:** 2011 SEM-1 and 2011 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  
**Equivalents:** AYX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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:** BXS110, CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### BSB111 BUSINESS LAW AND ETHICS

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

**Antirequisites:** AYB120, LWS009, LWB145  
**Equivalents:** BXS111, CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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, UDB104  
**Equivalents:** BXS113, CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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:** BXS115, CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### BSB119 GLOBAL BUSINESS

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

Antirequisites: BSB116, BSB112, BSD119    Equivalents: BSX119, CBT119    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point and Caboolture    Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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.


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.


BSB126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

Antirequisites: BSB116, BSD126    Equivalents: BSX126, CBT126    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point and Caboolture    Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB201 FINANCIAL MARKETS
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.

Prerequisites: BSB113 or CBT113    Equivalents: EFX201    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB210 FINANCE 1
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm's investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

Prerequisites: BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)    Equivalents: EFX210    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and
financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.

Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233
Antirequisites: EFB101
Equivalents: EFX222
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB223 ECONOMICS 2
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

Prerequisites: BSB113 or CTB113 or UDB104
Equivalents: EFB102, EFX223
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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: EFX240, IBB202
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.

Prerequisites: EFB210
Equivalents: EFX307
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.

Prerequisites: EFB210
Antirequisites: EFB212, IBB202, EFB240
Equivalents: EFX312
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB330 INTERMEDIATE MACROECONOMICS
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.

Prerequisites: EFB223 or EFB102
Equivalents: EFB202, EFX330
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
This unit is designed to develop students’ understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which economics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.

Prerequisites: EFB223 or EFB102
Equivalents: EFB211, EFX331
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
This unit is designed to expose students to current and practical applications of behavioural economics that can be used to improve the understanding of important topics in the area of sports, arts and entertainment. It uses an economic
approach to explore topics such as superstardom, fakes, fads and herding behaviour, favouritism, awards and creativity, pressure, pay and performance, positional concerns or outcome uncertainty. The theories and methodological tools learned in this unit can also be applied to other economic areas and industries.

**EFB333 INTRODUCTORY ECONOMETRICS**

Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.

**Prerequisites:** EFB223 or EBF102  
**Equivalents:** EFX332  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**EFB334 ENVIRONMENTAL ECONOMICS AND POLICY**

The unit introduces students to some of the current environmental and natural resource issues confronting society and how planners and decision-makers could better understand and address these problems using economics. This unit demonstrates that economics has a major role to play in helping us to understand and solve some of the environmental problems facing societies. It will be demonstrated that economics can often be used to help protect the environment rather than harm it. The unit would benefit those who wish to work either in the public or the private sector.

**Prerequisites:** EFB223 or EBF102  
**Equivalents:** EFX334  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**EFB335 INVESTMENTS**

This unit advances the students’ understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.

**Prerequisites:** EFB307  
**Antirequisites:** EFB318  
**Equivalents:** EFX335  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB336 INTERNATIONAL ECONOMICS**

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

**Prerequisites:** EFB330 or EBF202, and EFB331 or EBF211  
**Antirequisites:** EFB314  
**Equivalents:** EFX336  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB337 GAME THEORY AND APPLICATIONS**

This unit presents the basic concepts of game theory and its application to economic phenomena, focussing on how individuals and firms deal with uncertainty and situations involving strategic interactions. The theoretical concepts are illustrated with applications from both the private and public sectors. Contents include the economics of uncertainty and information, asymmetric information, auctions, bargaining, markets and competition.

**Prerequisites:** EFB331 or EBF211  
**Equivalents:** EFX337  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

EFB338 is a unit designed to summarize your studies in economics. The unit comprises usually of three or more topics of current research in economics. The topics cover micro and macro economics, trends in current theoretical, empirical and economic policy research. The unit is designed to develop your ability to summarise, evaluate and criticise research findings as well as to introduce you to how research in economics evolves to allow you to keep up with the progress made in economics after your degree.

**Prerequisites:** EFB222 or EBF101, EBF223 or EBF102, EBF330 or EBF202, and EBF331 or EBF211  
**Assumed knowledge:** This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.  
**Equivalents:** EFB329, EFX338  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB340 FINANCE CAPSTONE**

This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the
KFB101 DESIGN STUDIO 1
The sequence of six Design Studio units is fundamental to the course and focuses on the integration of design principles with the practical skills and understandings of pattern technology, garment design and construction. Alongside the acquisition of design skills, it is essential for successful fashion designers of the future to understand the context of their practice, within an industry that is international in scope.

Equivalents: KFB401 Credit points: 12 Contact hours: 12 per week Campus: Kelvin Grove Teaching period: 2011 SEM-1

KFB102 DESIGN STUDIO 2
This unit aims to build on skills acquired in KFB101.
Prerequisites: KFB101 or KFB401 Equivalents: KFB402 Credit points: 12 Contact hours: Up to 12.5 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KFB103 INTRODUCTION TO FASHION
This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.
Credit points: 12 Contact hours: 2.5 per week Campus: Kelvin Grove

KFB104 SUSTAINABILITY: THE MATERIALITY OF FASHION
Detailed knowledge of the materials, skills and processes available to the garment and textile industries is essential in the first year of study for the fashion designer.
Equivalents: KFB407-2, KFB104-2 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2011 SEM-2

KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE
Fashion has been a defining feature of Western culture for over 500 years. Contemporary fashion regularly revisits earlier approaches to dressing the body. This unit studies key figures in the history of fashionable dress who defined the standards of beauty for their time. It provides students with a basis for understanding fashion as a significant form of visual culture as well as providing a vital sense of history.
Credit points: 12 Contact hours: 2.5 per week

KFB301 DESIGN STUDIO 5
This sequence of six Design Studio units is fundamental to the course and focuses on the integration of design principles with the practical skills and understandings of pattern engineering and garment design and construction. Design Studio in the final year allows students the opportunity to further immerse themselves in the development of their own product or range. Design Studio 5 acts as a stage one of the final project and forms the research and development phase of the project. During this unit, students formulate their final project for prototyping and completion in Design Studio 6.

**Prerequisites:** KFB202 or KFB404  
**Equivalents:** KFB405  
**Credit points:** 12  
**Contact hours:** 10 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

### KFB302 DESIGN STUDIO 6

This unit is the capstone Design Studio unit and aims to provide students with the opportunity to synthesise prior learning, within university and the workplace, through the production of a final year project. Within this unit students develop confidence and the ability to work with minimal supervision in preparation for graduation.

**Prerequisites:** KFB301 or KFB405  
**Equivalents:** KFB406  
**Credit points:** 24  
**Contact hours:** Up to 19.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

### KFB303 FASHIONING FUTURES

This unit aims to provide you with an opportunity to identify relevant issues relating to your planned career and to position yourselves effectively for entry to industry, community-based projects or postgraduate study.

**Equivalents:** KFB412  
**Credit points:** 12  
**Contact hours:** 2 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES

The development of the creative industries has been identified as a central element of the contemporary knowledge-based economy, which is informational, global and networked. This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner. This unit is the first of two Creative Industries Foundations units which focus on building an understanding of creative industries practices and a diverse range of literacies essential to working in this new knowledge economy.

**Equivalents:** KKB009, KKB618  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2011 SEM-1

### KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS

The ability to work collaboratively and to communicate effectively is essential for all Creative Industries professionals. In this unit you will have the opportunity to acquire and apply research, collaborative practices and project management skills through the collaborative development of a Creative Industries project proposal. This unit is a complement to KKB101 Creative Industries: People and Practices and examines the practical requirements of contributing to cultures and establishing connections with communities.

**Assumed knowledge:** KKB101 is assumed knowledge.  
**Equivalents:** KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2011 SEM-2

### MGB200 LEADING ORGANISATIONS

This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MGB211, CTB211, MGB222, CTB232  
**Equivalents:** MGX200  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### MGB201 CONTEMPORARY EMPLOYMENT RELATIONS

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

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** MGX201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### MGB207 HUMAN RESOURCE ISSUES AND STRATEGY

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

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB207, MGX207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2
MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

Prerequisites: BSB115 or CTB115  Equivalents: CTB234, MGX210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 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: 2011 SEM-1

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

Prerequisites: BSB115 or CTB115  Equivalents: CTB223, MGX223  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisites: BSB115, CTB115, BSB119 or BSB124  Antirequisites: MGB312  Equivalents: IBB205, MGX225  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232  Antirequisites: MIB314  Equivalents: MGX309  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232  Antirequisites: MGB334, CTB334, MGB212  Equivalents: MGX310  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-2

MGB320 RECRUITMENT AND SELECTION
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used
recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.

**Prerequisites:** MGB339 or MGB221  
**Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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

**Prerequisites:** MGB223  
**Equivalents:** MGB218, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1

**MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS**
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Equivalents:** MGX331  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 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:** 2011 SEM-1 and 2011 SEM-2

**MGB339 PERFORMANCE AND REWARD**
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.

**Prerequisites:** MGB201, MGB207, or CTB207  
**Equivalents:** MGB221, MGX339  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC**
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.

**Prerequisites:** MGB225, IBB205, IBB217, or IBB208  
**Antirequisites:** IBB317  
**Equivalents:** MGX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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

**Prerequisites:** MGB331 and BSB124  
**Equivalents:** MGX315, MGX370  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2