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

Year offered: 2013
Admissions: Yes
CRICOS code: 064813M
Course duration (full-time): 4 years
Domestic Fees (indicative): 2013: CSP $4600 (indicative) per Semester (48 credit points)

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

Start month: February
QTAC code: 409682
Cut-off notes: Note: Admission to course is based on portfolio and interview. Please refer to Entry Requirements.
Deferment allowed: No
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head of Studies, MECA (Creative Industries); Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Mr Charles Robb (Visual Arts); Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Mark Doolan (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Dr Kim Johnston (Public Relations)
Campus: Gardens Point and Kelvin Grove
Attendance: Full-time

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

Additional Requirements:
2013 registrations have closed

Registrations for the 2013 intake were due on the extended closing date of 12 October 2012 and are now closed. If you had not registered and you are considering applying to study in 2014 we recommend you read the following information as a guide only as it details requirements for entry in 2013 and these may change prior to the 2014 intake.

Prerequisites
Successful portfolio and interview

Closing date extension
Register online and submit your portfolio and additional supporting documentation with QUT by the extended closing date of Friday, 12 October 2012.

Additional entry requirements
In addition to applying through QTAC and you must also before the closing date:
1. Complete the Online Registration Form and print the confirmation page.
2. Post or deliver the following documentation to the Creative Industries Faculty:
   - Online registration confirmation page
   - A current passport sized photograph
   - A copy of your most recent school report and/or results of previous tertiary studies
   - A copy of the QUTpay confirmation page from your online credit card payment for the $33 service charge (Note: Q-Step and ATSI applicants are exempt from the service fee)
   - Portfolio

Note: Registering plus submitting your portfolio and supporting documentation with QUT is separate and in addition to listing the course as a preference with QTAC. To successfully apply for entry into this course you are required to do both. The portfolio and interview process is managed by Creative Industries Faculty; however, all offers for the course will be made through QTAC in December.

Delivery details
In person
Creative Industries Faculty Additional Entry
Z6, Level 1 The Hub-foyer delivery slots
Creative Industries Precinct
Musk Avenue
Kelvin Frove QLD, 4059
(opening hours from 8am to 6pm)

Post
QUT Creative Industries Faculty
Queensland University of Technology
Brisbane Australia

CRICOS No. 00213J ABN 83 791 724 622
www.qut.edu.au

H Block, Level 3
Victoria Park Road
Kelvin Grove, QLD, 4059

Service fee

A $33 service fee applies to all applicants, excluding applicants who seeking admission assistance via QUT’s Q-Step and/or Oodgeroo schemes. This payment is to be made via QUTPay and please ensure you print the confirmation page as you will need to attach it to your portfolio.

Frequently asked questions

What should my portfolio include?

Your portfolio should include a maximum of 20 pages of images that best demonstrate your current art achievements, working processes, commitment and potential. Consider the “qualities” we look for (listed below) when compiling your portfolio. It may contain photographs, slides, photocopies of sketches and journal pages (showing your planning and preparation for a project), printed digital images and/or short video excerpts (no more than 2 minutes each). For a paper-based portfolio, keep pages to a maximum of A4 size and do not include large folders. If you are including CD/DVD/uploaded images, the preferred format is either as a ‘PowerPoint’ or .jpg files. We prefer video that can be opened in ‘QuickTime’ and only samples of work are required. To ensure we will be able to open and view any digital media files, keep the file size to a minimum (i.e. under 5MB).

Please note: We do not return portfolios, so do not include any original copies of your work or documentation.

What qualities are QUT Creative Industries looking for?

- Overall, we seek indications of your ability to think creatively, to be open to new ideas and challenges, and of your potential to succeed in the course.
- We look for evidence of versatility, skill, enterprise, inventiveness and knowledge of contemporary art and culture/s. We are also looking for candidates who bring a wide range of interests and enthusiasms to their study area (e.g. film, literature, music, digital culture, etc.).
- We look at your artistic achievement - the level of investigation and familiarity with particular media, the degree of sophistication and sensitivity in handling media, evidence of industry, hard work, sustained practice and familiarity with visual media.
- We look for the degree of exploration of ideas and evidence of the development of ideas. Some carefully selected key documentation of preliminary plans, working sketches, journals and work in progress help us in this regard.
- We also look for evidence of artwork that is totally self-initiated (i.e. not necessarily part of a set study program) and an indication that you are determined to pursue art interests in a range of circumstances.

Interview locations and dates

If shortlisted you will be contacted and interviewed during November. If you are called, you are not required to bring anything with you to this interview, but you should be prepared to respond to questions about your artwork and your future goals. Interviews are designed to further assess your suitability for the style of Visual Arts course that we offer and will also present an opportunity for you to ask any questions you may have about the course. Interviews will occur at the QUT Kelvin Grove campus.

Who do I contact for more information?

Please contact the Creative Industries Faculty by:

Phone: (07) 3138 8114 and press option 4

Email: ci.additionalentry@qut.edu.au

Course highlights

- Study studio practice and art history to develop a sophisticated understanding of modern and contemporary visual arts for application in the classroom.
- Complete 2 separate degrees in 4 years full-time.
- Work across a broad range of media in an open-studio model, focusing on contemporary art practices.
- Study a business major in accountancy, advertising, economics, finance, human resource management, international business, management, marketing, or public relations.

Details:

This combined degree opens up a wide range of creative and business careers.

You will graduate not only with advanced technical and creative skills, but also with highly developed business knowledge.

Immerse yourself in the fine arts major with up to 16 discipline units and gain in-depth knowledge in your specialisation. Your business degree component comprises eight business core units and eight business major units.
The fine arts areas include fashion, visual arts, interactive and visual design, drama, and creative and professional writing. Additional entry requirements may apply.

Career outcomes
Graduates have gone on to work in a diverse range of interesting careers, taking on positions such as:
- fashion designer
- visual arts specialist
- stage manager
- fashion manager or marketer.

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).

Structures and Units

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

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.

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).

Course structure: 2012 onwards

Year 1, Semester 1
KVB109 Visual Arts Foundation
KVB102 Modernism
SELECT: Business School Core Unit
SELECT: Business School Core Unit

Year 1, Semester 2
KVB114 Digital Media
KVB103 Australian Art
SELECT: Business School Core Unit
SELECT: Business School Core Unit

Year 2, Semester 1
KVB120 Studio Art Practice 1
SELECT: Business School Core Unit
SELECT: Business School Core Unit

Year 2, Semester 2
KVB121 Studio Art Practice 2
SELECT: Business School Core Unit
SELECT: Business School Core Unit

Year 3, Semester 1
KVB220 Studio Art Practice 3
SELECT: Business School Major Unit
SELECT: Business School Major Unit

Year 3, Semester 2
KVB221 Studio Art Practice 4
SELECT: Business School Major Unit
SELECT: Business School Major Unit

Year 4, Semester 1
KVB200 Exhibition and Display in the Visual Arts
KVB304 Contemporary Art Issues
SELECT: Business School Major Unit
SELECT: Business School Major Unit

Year 4, Semester 2
ART HISTORY UNIT OPTIONS:
SELECT: SELECT One unit (12cp) from the Art History Unit Options (KVB108 or KVB211):
KVB108 Contemporary Asian Visual Culture
KVB211 Post 1945 Art
ART THEORY UNIT OPTIONS:
SELECT: SELECT One unit (12cp) from the Art Theory Unit Options (KVB306 or KVB307):
KVB306 Video Art and Culture
KVB307 Theories of Spatial Culture
SELECT: Business School Major Unit
SELECT: Business School 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
- 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

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

**Year 4 Semester 2**
- AMB339 Advertising Campaigns
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics

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
- BSB126 Marketing

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

#### Year 2 Semester 2
- BSB119 Global Business
- BSB123 Data Analysis

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

#### Year 3 Semester 2
- EFB201 Financial Markets
- EFB307 Finance 2

#### Year 4 Semester 1
- EFB223 Economics 2
- EFB335 Investments

#### Year 4 Semester 2
- EFB312 International Finance
- EFB340 Finance Capstone

### Human Resource Management Major

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

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

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

#### Year 2 Semester 2
- BSB119 Global Business
- BSB123 Data Analysis

#### Year 3 Semester 1
- MGB207 Human Resource Issues and Strategy
- MGB220 Human Resource Decision Making

#### Year 3 Semester 2
- MGB200 Leading Organisations
- MGB201 Contemporary Employment Relations

#### Year 4 Semester 1
- MGB331 Learning and Development in Organisations
- MGB339 Performance and Reward

#### Year 4 Semester 2
- MGB320 Recruitment and Selection
- MGB370 Personal and Professional Development
### International Business Major

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

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

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

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

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

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

**Year 4 Semester 1**
- AMB303  International Logistics
- AMB336  International Marketing

**Year 4 Semester 2**
- AMB369  International Business Strategy
- MGB340  International Business in the Asia-Pacific

### BSB111  Business Law and Ethics

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

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

**Year 3 Semester 2**
- MGB200  Leading Organisations
- MGB225  Intercultural Communication and Negotiation Skills

**Year 4 Semester 1**
- MGB309  Strategic Management
- MGB324  Managing Business Growth

**Year 4 Semester 2**
- MGB310  Sustainability in A Changing Environment
- MGB335  Project Management

### Marketing Major

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

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

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

**Year 2 Semester 2**
- BSB110  Accounting
- BSB123  Data Analysis

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

**Year 3 Semester 2**
- AMB202  Integrated Marketing Communication

### Management Major

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

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

**Year 2 Semester 1**
- BSB110  Accounting

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Information for future students
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AMB240  Marketing Planning and Management
Year 4 Semester 1
AMB335  E-marketing Strategies
AMB340  Services Marketing

Year 4 Semester 2
AMB336  International Marketing
AMB359  Strategic Marketing

Public Relations Major

Year 1 Semester 1
BSB119  Global Business
BSB126  Marketing

Year 1 Semester 2
BSB110  Accounting
BSB115  Management

Year 2 Semester 1
BSB113  Economics
BSB124  Working in Business

Year 2 Semester 2
AMB263  Introduction To Public Relations
AMB264  Public Relations Techniques

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

Year 3 Semester 2
AMB372  Public Relations Planning
AMB373  Corporate Communication

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

Year 4 Semester 2
AMB379  Public Relations Campaigns
BSB123  Data Analysis

Potential Careers:

UNIT SYNOPSES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.
Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: MIB204
Equivalents: AMX200, CTB200
Credit points: 12  Contact hours: 3 per week
Campus: Gardens Point  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Equivalents: AMX201, CTB201
Credit points: 12  Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated
marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

**Prerequisites:** BSB126 or CTB126 or BSB116 or BSB117  
**Antirequisites:** COB207, MIB309  
**Equivalents:** AMX202  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB210 IMPORTING AND EXPORTING**

Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia's economic development.

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

**Prerequisites:** BSB119 or CTB119  
**Equivalents:** AMX210, IBB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB220 ADVERTISING THEORY AND PRACTICE**

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** COB308  
**Equivalents:** AMX220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**

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

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** AMX240, CTB240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Equivalents:** AMB260, AMX263  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**

This unit focuses on writing for audiences - including the media - on behalf of organisations. It introduces foundational public relations skills such as research, developing key messages, writing and editing. This unit may be taken with AMB263 Introduction to Public Relations, especially by students undertaking the Public Relations major. AMB264 may also be taken by students doing a Public Relations minor, or as a stand alone unit by students in other disciplines.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Equivalents:** AMX264  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB303 INTERNATIONAL LOGISTICS**

This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international
AMSB18 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 understanding of the prospect and the product, and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students’ thinking and writing skills are refined in weekly workshops and culminate in a group project.

**Prerequisites:** AMB220 or COB308
**Equivalents:** AMB221, AMX318
**Credit points:** 12
**Campus:** Gardens Point
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

AMSB19 MEDIA PLANNING
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.

**Prerequisites:** AMB220
**Equivalents:** AMB222, AMX319
**Credit points:** 12
**Campus:** Gardens Point
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

AMSB20 ADVERTISING MANAGEMENT
Advertising Management is designed to shift student thinking from a tactical to a strategic level. Instead of taking the approach of, “This is what happens in advertising”, it challenges students by raising important contemporary issues in advertising management practice and asking, “What should be done?”. Advertising Management is an issues-based unit, which uses case analysis to foster critical thinking and problem solving. It encourages students to understand and take ownership of the advertising management process and, in doing so, build a better advertising industry.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)
**Equivalents:** AMX320
**Credit points:** 12
**Contact hours:** 3 per week
**Campus:** Gardens Point
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

AMSB30 ADVERTISING PLANNING PORTFOLIO
This advanced unit leverages and extends the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores the digital environment, interrogates digital platforms and integrates critical research, planning and an understanding of analytics into digital campaign development. This digital understanding is then applied in two ways. Firstly, students draw from critical thinking and problem solving skills to critique digital campaigns and agency best practice in a weekly blog. Secondly, students apply their understanding to develop a digital portfolio in their chosen vocational area.

**Prerequisites:** AMBS318 or AMB221, and AMBS319 or AMBS222
**Equivalents:** AMX330
**Credit points:** 12
**Campus:** Gardens Point
**Teaching period:** 2013 SEM-2

AMSB35 E-MARKETING STRATEGIES
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201
**Equivalents:** AMB241, AMX335
**Credit points:** 12
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2013 SEM-1 and 2013 SEM-2
an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

**Prerequisites:** AMB320 and AMB330  
**Equivalents:** AMB321, AMX339  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB340 SERVICES MARKETING**  
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Antirequisites:** MIB311  
**Equivalents:** AMX340, CTB340  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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

**Prerequisites:** AMB340, and AMB335 or AMB241  
**Equivalents:** AMB341, AMX359  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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

**Prerequisites:** AMB336, AMB303, IBB303, or IBB213  
**Equivalents:** AMX369, IBB300  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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

**Prerequisites:** ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  
**Equivalents:** AMX372  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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

**Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  
**Equivalents:** AMB360, AMX373  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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

**Prerequisites:** AMB372, AMB261, or AMB262  
**Equivalents:** AMB370, AMX374  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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

**Prerequisites:** AMB372 and AMB373, or AMB360  
**Equivalents:** AMX375  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2
AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.

Prerequisites: AMB374 or AMB370, and AMB201 or CTB201
Equivalents: AMB361, AMX379
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

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

Prerequisites: BSB110 or CTB110
Equivalents: AYB121, AYX200
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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

Prerequisites: BSB111 or CTB111
Antirequisites: LWB364
Equivalents: AYB325, AYX219
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB221 COMPUTERISED ACCOUNTING SYSTEMS
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive resources such as as CasWorkX on Accounting Information Systems Cycles.

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

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.

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

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

Prerequisites: BSB110 or CTB110, and BSB119 or CTB119
Equivalents: AYX227
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.
AQB301 AUDIT AND ASSURANCE
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.

Prerequisites: (AYB221 or INB120) and (AYB340 or AYB220)  Equivalents: AYY301  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

AYB311 FINANCIAL ACCOUNTING ISSUES
This unit examines accounting theories and reporting practices adopted in the financial statements of reporting entities, focusing on publicly listed companies that communicate information to meet the decision making needs of external parties. Emphasis is placed on developing an understanding of how, and the ability to critically evaluate, how regulatory requirements and incentives affect financial reporting. The unit overviews the different governance models of corporations and relates them to their financial reporting environment. Touching on accounting theories and their evolution it seeks to explain accounting policies made by managers. This framework provides a basis for examining specific accounting issues with a emphasis on both the application of specific accounting measurement models (historic cost versus fair value) or regulatory provisions (continuous disclosure requirements). The unit concludes by analysing some of the most recurrent issues of debate in the international arena.

Prerequisites: AYB340 or AYB220  Equivalents: AYY311  Credit points: 12
Contact hours: 3.5 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB321 STRATEGIC MANAGEMENT ACCOUNTING
Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; strategic planning and budgetary systems; pricing and product mix decisions; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC) and the balanced scorecard (BSC); and appreciating the research on the benefits and problems with ABC and the BSC.

Prerequisites: AYB325  Equivalents: AYY321  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

AYB340 COMPANY ACCOUNTING
This unit includes: the preparation of consolidated financial statements; an overview of the statutory requirements that dictate the format and content of published financial reports of companies; the requirements of the Corporations Act 2001 and the major disclosure orientated accounting standards; accounting for income tax; accounting for the acquisition of assets (including entities); accounting for investments in associates; accounting for foreign currency transactions arising from international trading and financing; segment reporting; the translation of the results of foreign operations; and liquidation.

Prerequisites: AYB200 or AYB121  Equivalents: AYY340  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

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

Prerequisites: BSD110, CNB293, UDB342  Equivalents: BSX110, CTB110  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

BSB111 BUSINESS LAW AND ETHICS
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics 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.

Prerequisites: AYB120, LWS009, LWB145  Equivalents: BSX111, CTB111  Credit points: 12  Contact hours: 3
per week  Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**BSB113 ECONOMICS**
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.  
Antirequisites: BSB113  
Equivalents: BSX113, CTB113, UDB104  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**BSB115 MANAGEMENT**
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.  
Antirequisites: BSB115  
Equivalents: BSX115, CTB115  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM-1

**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, BSB119  
Equivalents: BSX119, CTB119  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**BSB123 DATA ANALYSIS**
The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.  
Antirequisites: BSB117, BSB122, CTB122, EFB101, MAB101, MAB141,MAB233  
Equivalents: BSX123  
Credit points: 12  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**BSB124 WORKING IN BUSINESS**
This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does "Working in Business" give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.  
Antirequisites: BSB114, CTB114, HHB113, BSB124  
Equivalents: BSX124  
Credit points: 12  
Campus: Gardens Point and Caboolture  

**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,BSB126  
Equivalents: BSX126, CTB126  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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

**Prerequisites:** BSB113 or CTB113  
**Equivalents:** EFX201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**EFB210 FINANCE 1**

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

**Prerequisites:** BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
**Equivalents:** EFX210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**EFB220 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:** EFX223  
**Equivalents:** EFB102, EFX223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**EFB223 ECONOMICS 2**

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

**Prerequisites:** BSB113 or CTB113 or UDB104

**EFB240 FINANCE FOR INTERNATIONAL BUSINESS**

In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.

**Prerequisites:** (BSB119 or CTB119 or BSB116) and (BSB113 or CTB113)  
**Antirequisites:** EFB312, MIB202  
**Equivalents:** EFX240, IBB202  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**EFB307 FINANCE 2**

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

**Prerequisites:** EFB210  
**Equivalents:** EFX307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**EFB312 INTERNATIONAL FINANCE**

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

**Prerequisites:** EFB210  
**Antirequisites:** EFB212, IBB202, EFB240  
**Equivalents:** EFX312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2
**EFB330 INTERMEDIATE MACROECONOMICS**
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.

*Prerequisites:* EFB223 or EFB102  
*Equivalents:* EFB202, EFX330  
*Credit points:* 12  
*Campus:* Gardens Point  
*Teaching period:* 2013 SEM-1

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

*Prerequisites:* EFB223 or EFB102  
*Equivalents:* EFB211, EFX331  
*Credit points:* 12  
*Campus:* Gardens Point  
*Teaching period:* 2013 SEM-1

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

*Prerequisites:* EFB307 or EFB222  
*Equivalents:* EFX332  
*Credit points:* 12  
*Campus:* Gardens Point  
*Teaching period:* 2013 SEM-2

**EFB333 INTRODUCTORY ECONOMETRICS**
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.

*Prerequisites:* EFB222 or EFB101  
*Antirequisites:* EFB200  
*Equivalents:* EFX333  
*Credit points:* 12  
*Campus:* Gardens Point  
*Teaching period:* 2013 SEM-1

**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 EFB102  
*Equivalents:* EFX334  
*Credit points:* 12  
*Campus:* Gardens Point

**EFB335 INVESTMENTS**
This unit advances the students’ understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.

*Prerequisites:* EFB307 and EFB222  
*Antirequisites:* EFB318  
*Equivalents:* EFX335  
*Credit points:* 12  
*Campus:* Gardens Point  
*Teaching period:* 2013 SEM-1 and 2013 SEM-2

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

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

**EFB337 GAME THEORY AND APPLICATIONS**
This unit presents the basic concepts of game theory and its application to economic phenomena, focussing on how individuals and firms deal with uncertainty and situations involving strategic interactions. The theoretical concepts are
illustrated with applications from both the private and public sectors. Contents include the economics of uncertainty and information, asymmetric information, auctions, bargaining, markets and competition.

**Prerequisites:** EFB223  **Equivalents:** EFX337  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1

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**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

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

**Prerequisites:** (EFB330 or EFB202) and (EFB331 or EFB211) and (Completion of 168 credit points)  **Assumed knowledge:** This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.  **Equivalents:** EFB329, EFX338  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2

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**EFB340 FINANCE CAPSTONE**

This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the forum to practice their finance skills in an applied setting which acts as a bridge between university studies and real-world employment in the financial services industry.

**Prerequisites:** EFB307 and EFB335. EFB335 can be enrolled in the same teaching period as EFB340.  **Equivalents:** EFX340  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**KVB102 MODERNISM**

This unit provides an overview of the key concepts and movements that comprise twentieth-century modernism in the period 1900-1945. Beginning with cubism, the unit provides an understanding of terms, such as avant-garde, modernism and modernity. It explains how modernism focuses upon the issue of representation and how this approach led to inter-disciplinary work, which engaged with film, photography, design, architecture and installation as well as the traditional visual arts.

**Equivalents:** KVB701  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

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**KVB103 AUSTRALIAN ART**

This unit focuses on Australian art over the course of the twentieth century, including the contemporary period. It gives you an understanding of the national, cultural and social frameworks within which this art has been produced and introduces a number of artists, artistic movements and issues within Australian art. It also considers the nature of indigenous art and its contribution to the complexity of Australian cultural identity. All of these issues are presented in order to help you understand the important role of Australian art as an expression of our cultural values throughout the twentieth century.

**Equivalents:** KVB302  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

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**KVB108 CONTEMPORARY ASIAN VISUAL CULTURE**

This unit considers the influences of historical visual arts, backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.

**Equivalents:** KVB444  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

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**KVB109 VISUAL ARTS FOUNDATION**

*SUBJECT TO FINAL APPROVAL*

Careers in the visual arts are diverse and dynamic and the sector encompasses a range of roles and employment possibilities for you to pursue. Certain skills and abilities are common to all of these potential destinations. Successful artists, art teachers and arts professionals benefit from rigorous research, writing and visual analysis skills as well as a broad knowledge of the industry as a whole and it is important that you are introduced to these skills at the beginning of your course to contextualise your learning throughout your degree. Through visual arts specific activities you are able to discover the connection between core academic skills and your future career in the visual arts.

**Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

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**KVB114 DIGITAL MEDIA**

This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.

**Equivalents:** KIB104, KIB808  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**KVB120 STUDIO ART PRACTICE 1**

This unit includes the following: development of an enquiry-based, self-sustaining art practice; fostering of appropriate
research skills; encouragement of open flexible independent approach to formulating resolutions to conceptual and visual concerns; development of safe workshop practices, safe studio work habits and appropriate professional skills. It includes introductions to technological artforms.

**Equivalents:** KVB740  **Credit points:** 24  **Contact hours:** 7 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KVB121 STUDIO ART PRACTICE 2**
Contemporary cultural conditions and artistic practices are very diverse and complex. Consequently, this unit introduces aspects of artistic practice that will actively support self-motivation, self-reliance, as well as a sense of inquiry and openness to new ideas and experiences. It therefore comes in the first year of your course and provides foundational learning for future studio practice. As an active contributor in the cultural and creative industries, it is important that you learn to formulate personal conceptual and visual interests, as well as develop an understanding of your individual body of art work that is based on the application of knowledge of contemporary visual arts practices. It is an important concern of this unit that you understand that the media employed in visual art are not neutral but actively contribute to the form and content of work produced.

**Prerequisites:** KVB120 or KVB740  **Equivalents:** KVB741  **Credit points:** 24  **Contact hours:** 7 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KVB200 EXHIBITION AND DISPLAY IN THE VISUAL ARTS**
This unit addresses the development of the Museum in Western cultures and how that tradition manifests in current arts practices, such as in contemporary exhibitions, the display of collections, installation and site-specificity, audience interaction, curatorial activities such as didactic panels and virtual galleries. This unit will assist you in displaying objects and images from your own arts practice and/or the artwork of others in effective and appropriate ways.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KVB211 POST 1945 ART**
This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art¿s engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture, landscape architecture, fashion and music.

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

**KVB220 STUDIO ART PRACTICE 3**
In consultation with studio staff, you formulate a program of work for the semester which allows you to investigate your own personal artistic direction, formulate and develop self-generated enquiry and acquire working methods, resources, skills and knowledge necessary to realise concepts.

**Prerequisites:** KVB120 or KVB740 or KVB121 or KVB741  **Equivalents:** KVB740  **Credit points:** 24  **Contact hours:** 6 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KVB221 STUDIO ART PRACTICE 4**
The conditions of current cultural practice, their production, reception and contribution to society are extremely diverse, increasingly complex and multi-layered. In this unit sustained critical involvement and an increasing commitment to artistic conceptual pursuits is underpinned by contemporary theoretical reference which includes investigation into a broad range of artists' practices. You are required to articulate a personal position in these issues.

**Prerequisites:** KVB220 or KVB742  **Equivalents:** KVB743  **Credit points:** 24  **Contact hours:** 6 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KVB304 CONTEMPORARY ART ISSUES**
This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students' awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.

**Equivalents:** KVB712  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KVB306 VIDEO ART AND CULTURE**
Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.

**Equivalents:** KVB703  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2
KVB307 THEORIES OF SPATIAL CULTURE
This unit provides the necessary critical evaluation of issues and practices that relate to considerations of space in modern and contemporary art, new media and culture in general. It provides a historical overview of key art practices that have focused their critical attention to the issue of space and the built environment. In order to function as an informed practitioner in the environment of public space you must acquire such knowledge because it will form the critical-analytical background to current debates and theories in the field of spatial culture and public art.

Equivalents: KVB704  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2013 SEM-2

MGB200 LEADING ORGANISATIONS
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

Prerequisites: BSB115 or CTB115  Antirequisites: MGX200  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
This unit will develop your knowledge and skills that are necessary for diagnosing problems at work, gathering data and information about these problems, and analysing the data and information to derive solutions and inform decision making.

Prerequisites: BSB123 or BSB122  Antirequisites: AMB201, CTB201  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1

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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 SEM-2

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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1 and 2013 SEM-2

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

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205, MGX225  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**MGB309 STRATEGIC MANAGEMENT**

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

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

**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

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

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

**MGB320 RECRUITMENT AND SELECTION**

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

**Prerequisites:** MGB339 or MGB221  
**Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**

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

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

**MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS**

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

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Equivalents:** MGX331  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

**MGB335 PROJECT MANAGEMENT**

This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.

**Prerequisites:** (MGB210 and MGB309) or (MGB210 and AMB303)  
**Antirequisites:** KXB202  
**Equivalents:** MGX335  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**MGB339 PERFORMANCE AND REWARD**

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

**Prerequisites:** MGB201, MGB207, or CTB207  
**Equivalents:** MGB221, MGX339  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1  

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

**Prerequisites:** MGB225, IBB205, IBB217, or IBB208  
**Antirequisites:** IBB317  
**Equivalents:** MGX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2  

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

**Prerequisites:** MGB331 and BSB124  
**Equivalents:** MGB315, MGX370  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2