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

Year offered: 2010
Admissions: Yes
CRICOS code: 064813M
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,600 (indicative) per semester
International Fees (indicative): 2010: $10,250 (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 in addition to an OP/rank. Please refer to Additional Entry Requirements.
Past OP cut-off: Admission to course is based on Additional Entry Requirements in addition to an OP/rank. 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.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)
Discipline coordinator: Mr Dean Brough (Fashion); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

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.

Overview
You will graduate with not only advanced technical and creative practice skills, but also with highly developed business knowledge. You will be well equipped to work as either a creative practitioner or business professional.

You will be equipped to take advantage of the growing range of career opportunities available within the creative industries, whether that be as a creative practitioner, a business professional, or by applying your creative skills within a business environment.

You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Your business degree will give you a broad base of commercial knowledge, and you will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. This understanding of business makes you more attractive to employers, even if you wish to work predominantly as a fashion designer. You will also develop the entrepreneurial skills necessary to sell your abilities within your chosen industry, and perhaps start your own business.

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 Faculty core units in order to meet professional recognition requirements.

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

Course structure for students who commenced in 2010

Published on: 16 May 2011
### Course structure for students who commenced in 2009

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Unit Type</th>
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</thead>
<tbody>
<tr>
<td>KFB103</td>
<td>Introduction to Fashion</td>
<td>Business Faculty Major Unit</td>
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<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
<td>Business Faculty Core Unit</td>
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<th>Year 1, Semester 2</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Unit Type</th>
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<tbody>
<tr>
<td>KFB106</td>
<td>Unspeakable Beauty: A History of Fashion and Style</td>
<td>Business Faculty Core Unit</td>
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<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
<td>Business Faculty Core Unit</td>
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<th>Year 2, Semester 1</th>
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<th>Course Title</th>
<th>Unit Type</th>
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<tbody>
<tr>
<td>KFB101</td>
<td>Design Studio 1</td>
<td>Business Faculty Core Unit</td>
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<tr>
<td>KFB107</td>
<td>Drawing For Fashion</td>
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<th>Year 2, Semester 2</th>
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<tr>
<td>KFB102</td>
<td>Design Studio 2</td>
<td>Business Faculty Core Unit</td>
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<tr>
<td>KFB104</td>
<td>Sustainability: The Materiality of Fashion</td>
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<tr>
<th>Year 3, Semester 1</th>
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<tbody>
<tr>
<td>KFB200</td>
<td>Design Studio 3</td>
<td>Business Faculty Major Unit</td>
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<tr>
<td>KFB206</td>
<td>Fashion and Modernity</td>
<td>Business Faculty Major Unit</td>
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<tr>
<th>Year 3, Semester 2</th>
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<th>Course Title</th>
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<tbody>
<tr>
<td>KFB202</td>
<td>Design Studio 4</td>
<td>Business Faculty Major Unit</td>
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<tr>
<td>KFB207</td>
<td>Contemporary Fashion</td>
<td>Business Faculty Major Unit</td>
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<tr>
<th>Year 4, Semester 1</th>
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<th>Course Title</th>
<th>Unit Type</th>
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<tr>
<td>KFB301</td>
<td>Design Studio 5</td>
<td>Business Faculty Major Unit</td>
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<tr>
<td>KFB303</td>
<td>Fashioning Futures</td>
<td>Business Faculty Major Unit</td>
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<tr>
<th>Year 4, Semester 2</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Unit Type</th>
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<tbody>
<tr>
<td>KFB302</td>
<td>Design Studio 6</td>
<td>Business Faculty Major Unit</td>
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<tr>
<td>KFB303</td>
<td>Fashioning Futures</td>
<td>Business Faculty Major Unit</td>
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Business Faculty Major Unit
Business Faculty Major Unit

Year 4, Semester 2
KFB302 Design Studio 6
Business Faculty Major Unit
Business Faculty Major Unit

Course structure for students who commenced in 2008

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
SELECT A Creative Industries Unit Option
KFB101 Design Studio 1
Business Faculty Core Unit
Business Faculty Core Unit

Year 2, Semester 2
KFB102 Design Studio 2
SELECT Either KCB203 or KFB207:
KCB203 Consumption Matters: Consumer Cultures and Identity
KFB207 Contemporary Fashion
Business Faculty Core Unit
Business Faculty Core Unit

Year 3, Semester 1
SELECT A Creative Industries Unit Option
KFB200 Design Studio 3
Business Faculty Major Unit
Business Faculty Major Unit

Year 3, Semester 2
KFB202 Design Studio 4

KKB341 Workplace Learning 1
Business Faculty Major Unit
Business Faculty Major Unit

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

Year 4, Semester 2
KFB302 Design Studio 6
Business Faculty Major Unit
Business Faculty Major Unit

Course structure for students who commenced in 2007

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
SELECT A Creative Industries Unit Option
KFB101 Design Studio 1
Business Faculty Core Unit
Business Faculty Core Unit

Year 2, Semester 2
KFB102 Design Studio 2
SELECT Either KCB203 or KFB207:
KCB203 Consumption Matters: Consumer Cultures and Identity
KFB207 Contemporary Fashion
Business Faculty Core Unit
Business Faculty Core Unit

Year 3, Semester 1
SELECT A Creative Industries Unit Option
KFB200 Design Studio 3
Business Faculty Major Unit
Business Faculty Major Unit

Year 3, Semester 2
KFB202 Design Studio 4

KKB341 Workplace Learning 1
Business Faculty Major Unit
Business Faculty Major Unit
### SELECT A Creative Industries Unit Option

**KFB200**  Design Studio 3  
Business Faculty Major Unit  
Business Faculty Major Unit  

**Year 3, Semester 2**

**KFB202**  Design Studio 4  
**KKB341**  Workplace Learning 1  
Business Faculty Major Unit  
Business Faculty Major Unit  

**Year 4, Semester 1**

**KFB301**  Design Studio 5  
**KFB303**  Fashioning Futures  
Business Faculty Major Unit  
Business Faculty Major Unit  

**Year 4, Semester 2**

**KFB302**  Design Studio 6  
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  

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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 Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty 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 Faculty Core Units

Student must complete both remaining Faculty Core units:

BSB119 Global Business
BSB126 Marketing

Finance Major

Year 1 Semester 1

BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
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  Business Research Methods

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

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
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
- 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

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<thead>
<tr>
<th>Year 3 Semester 2</th>
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<tbody>
<tr>
<td>AMB372 Public Relations Planning</td>
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<td>AMB373 Corporate Communication</td>
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<tr>
<th>Year 4 Semester 1</th>
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<tbody>
<tr>
<td>AMB374 Global Public Relations Cases</td>
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<td>AMB375 Public Relations Management</td>
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<tr>
<th>Year 4 Semester 2</th>
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<tbody>
<tr>
<td>AMB379 Public Relations Campaigns</td>
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<tr>
<td>BSB123 Data Analysis</td>
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### 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, CTB126, BSB116, or BSB117

**Antirequisites:** MIB204

**Equivalents:** CTB200

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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:**

**CTB201**  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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**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, CTB126, BSB116, or BSB117

**Antirequisites:** COB207, MIB309

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

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**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.

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

**Prerequisites:** BSB119 or CTB119

**Equivalents:** IBB210

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

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**AMB220 ADVERTISING THEORY AND PRACTICE**

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

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

**Antirequisites:** COB308

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

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**AMB240 MARKETING PLANNING AND MANAGEMENT**

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

**Prerequisites:** BSB126 or CTB126

**Equivalents:**

**CTB240**  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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**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 AMB260 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**  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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**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 unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB335 E-MARKETING STRATEGIES**

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Equivalents:** AMB241  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB336 INTERNATIONAL MARKETING**

**Prerequisites:** AMB240, CTB240, AMB210, or IBB210  
**Equivalents:** IBB213  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB339 ADVERTISING CAMPAIGNS**

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

**AMB340 SERVICES MARKETING**

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

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

**AMB359 STRATEGIC MARKETING**

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

**Prerequisites:** AMB340, and AMB335 or AMB241

**Equivalents:** AMB341  
Credit points: 12  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB369 INTERNATIONAL BUSINESS STRATEGY**

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

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

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

**AMB376 PUBLIC RELATIONS CAMPAIGNS**

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

**Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201  
**Equivalents:** AMB361  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AYB219 TAXATION LAW**

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

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** LWB364  
**Equivalents:** AYB325  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** BSB110 or CTB110  
**Antirequisites:** AYN443  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** BSB110 or CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**AYB301 AUDIT AND ASSURANCE**  
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.

**Prerequisites:** AYB221, and AYB340 or AYB220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

**Prerequisites:** AYB340 or AYB220  
**Credit points:** 12

**Contact hours:** 3.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB321 STRATEGIC MANAGEMENT ACCOUNTING

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

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

### AYB340 COMPANY ACCOUNTING

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

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

### 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:** AYB220  
**Credit points:** 12  
**Equivalents:** CTB111  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB113 ECONOMICS

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

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

### BSB115 MANAGEMENT

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

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

### BSB119 GLOBAL BUSINESS

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

**Antirequisites:** BSB116, BSB112  
**Equivalents:** CTB119  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB123 DATA ANALYSIS**
The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.

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

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

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

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

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

**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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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 MAB101 or BSB110 and BSB113  
**Antirequisites:** EFB206  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**

**Prerequisites:** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
**Antirequisites:** EFB101  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** BSB113 or CTB113  
**Equivalents:** EFB102  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM
EFB240 FINANCE FOR INTERNATIONAL BUSINESS
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.

Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)
Antirequisites: EFB312, MIB202
Equivalents: IBB202
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

Prerequisites: EFB210
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

Prerequisites: EFB210
Antirequisites: EFB212, IBB202, EFB240
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB330 INTERMEDIATE MACROECONOMICS
Prerequisites: EFB223 or EFB102
Equivalents: EFB202
Credit points: 12
Teaching period: 2010 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
Prerequisites: EFB223 or EBF102
Equivalents: EFB211
Credit points: 12
Teaching period: 2010 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
Prerequisites: EFB223 or EBF102
Credit points: 12
Teaching period: 2010 SEM-1

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 EBF101
Antirequisites: EFB200
Credit points: 12
Teaching period: 2010 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
Prerequisites: EFB223 or EBF102
Credit points: 12
Teaching period: 2010 SEM-1

EFB335 INVESTMENTS
Prerequisites: EFB307
Antirequisites: EFB318
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB336 INTERNATIONAL ECONOMICS
Prerequisites: EFB330 or EBF202, and EFB331 or EBF211
Antirequisites: EFB314
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
Prerequisites: EFB331 or EBF211
Credit points: 12
Teaching period: 2010 SEM-2

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if
any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.

**Prerequisites:** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211

**Equivalents:** EFB329  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**EFB340 FINANCE CAPSTONE**

**Prerequisites:** EFB307 and EFB335. EFB335 can be enrolled in the same teaching period.  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**KFB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY**

A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries, but also the value and meanings of products themselves. This unit builds on your first-year studies, requiring you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit prepares you for your final year by focusing broader understandings of media, communication, and production through the lens of consumer cultures. The knowledge that you will gain in this unit will inform your professional, academic, and creative practices in your final year.

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory skills in media text analysis (e.g. semiotics and discourse analysis)

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

**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:** 2010 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:** 2010 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  **Teaching period:** 2010 SEM-1

**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:** 2010 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  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

**KFB107 DRAWING FOR FASHION**

This unit concentrates on developing core skills and knowledge of drawing to provide an important foundation for communication, and production through the lens of consumer cultures. The knowledge that you will gain in this unit will inform your professional, academic, and creative practices in your final year.

**Assumed knowledge:**
* Introductory skills in media text analysis (e.g. semiotics and discourse analysis)

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

**KFB200 DESIGN STUDIO 3**

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 engineering and garment design and construction.

**Prerequisites:** KFB102  **Equivalents:** KFB201, KFB403  **Credit points:** 12  **Contact hours:** 12 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1

**KFB202 DESIGN STUDIO 4**

This unit aims to build upon the expected outcomes of KFB201. It aims to develop in students a combination of initiative, creativity and self-reliance, alongside the key skills of collaboration and working in teams.

**Prerequisites:** KFB200 or KFB201 or KFB403
**Equivalents:** KFB404  
**Credit points:** 12  
**Contact hours:** Up to 13 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KFB206 FASHION AND MODERNITY**
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.  
**Equivalents:** KFB105, KFB408  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KFB207 CONTEMPORARY FASHION**
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its truest sense all Fashion is Contemporary fashion. This unit draws on ideas developed in Introduction to Fashion to provide a context for the shifting terrain of contemporary fashion. The unit addresses content such as key developments in fashion since 1970, significant International and Australian contemporary designers and current trends in the consumption, production and presentation of fashion.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**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:** 2010 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:** 2010 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:** 2010 SEM-1 and 2010 SEM-2

**KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES**
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals 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.  
**Equivalents:** KKB009, KKB618  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1

**KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS**
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.  
**Assumed knowledge:** KKB101 is assumed knowledge.  
**Equivalents:** KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-2

**KKB341 WORKPLACE LEARNING 1**
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.  
**Prerequisites:** Completion of 168 credit points of study  
**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

**Prerequisites:** BSB115 or CTB115  **Antirequisites:** MGB211, CTB211, MGB222, CTB232  **Credit points:** 12  **Contact hours:** 3  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**

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

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

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**

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

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

**MGB210 MANAGING OPERATIONS**

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

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

**MGB220 BUSINESS RESEARCH METHODS**

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

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

**MGB223 ENTREPRENEURSHIP AND INNOVATION**

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

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

**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**

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

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

**MGB309 STRATEGIC MANAGEMENT**

In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia’s economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.
Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232
Antirequisites: MIB314
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

MGB324 MANAGING BUSINESS GROWTH
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.
Prerequisites: MGB223
Equivalents: MGB218
Credit points: 12
Contact hours: 3
Teaching period: 2010 SEM-1

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.
Prerequisites: MGB211, CTB211, MGB222, CTB232, or MGB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

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

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

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