Bachelor of Business / Bachelor of Fine Arts (Creative and Professional Writing) (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: 409432
Past rank cut-off: 86
Past OP cut-off: 8
Assumed knowledge: English (4, SA) and for Accountancy, Economics, Finance, 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: Professor Philip Neilson
Campus: Gardens Point and Kelvin Grove

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.

Writers are in demand across a number of fields. The publishing and screen industries, advertising agencies, magazines and newspapers, websites, the public service and large corporations all require specialist writers with a flair for language.

More than 10 000 new books are published in Australia every year, and more local authors than ever are having success with their work. If you can channel your creativity into words, you are in a unique position in today’s media-rich world.

This course will provide you with opportunities to work intensively on your writing in a number of forms and genres, including novels and short stories, creative non-fiction, youth writing, media writing and poetry. In addition, it will help you build specialist writing skills for professional applications such as corporate writing, persuasive writing, editing and script writing.

Career Outcomes
Graduates can work as creative or professional writers and editors in corporate, community and freelance capacities. Opportunities exist as fiction writers, corporate writers, script writers, reviewers, travel writers, feature writers, editors, journalists and publishers. Pathways exist to prepare you for further study including honours, research, or creative practice and analysis.

Why choose this course?
QUT offers the largest and most comprehensive undergraduate writing course in South-East Queensland with the broadest range of units on offer. There is also a strong honours and postgraduate program. You will graduate with advanced writing and communication competence, a rare skill keenly sought by employers.

You will be taught by highly experienced, published authors, experts in professional writing and distinguished scholars in the fields of creative writing and literary studies. You will gain a unique perspective on writing as both a vocation and creative practice. You will be encouraged to submit your creative work to journals and competitions including the QUT Writing Prize, in which you may win $2000 or the opportunity to be published in QUT’s annual creative writing anthology.

You will have exposure to industry through our major sponsorship of the Brisbane Writers Festival, internships with literary events and publishing houses, and through opportunities to perform at public readings and festivals. Writers, novelists, editors and publishers regularly provide guest lectures.

Course Structure
This course is made up of 384 credit points. Each component (i.e. Business and Creative and Professional Writing) 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.

**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).

**Limits on grades of 3**

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

**Course structure for students who commenced in 2010**

**Year 1, Semester 1**

- KKB101 Creative Industries: People and Practices
- KWB101 Introduction to Creative Writing
- SELECT: Business Faculty Core Unit
- SELECT: Business Faculty Core Unit

**Year 1, Semester 2**

- KKB102 Creative Industries: Making Connections
- KWB104 Creative Writing: The Short Story
- SELECT: Business Faculty Core Unit
- SELECT: Business Faculty Core Unit

**Year 2, Semester 1**

- KWB103 Persuasive Writing
- KWB107 Creative Non-Fiction
- SELECT: Business Faculty Core Unit

**Year 2, Semester 2**

- KWB108 Introduction To Literary Studies
- KWB206 Youth and Children's Writing
- SELECT: Business Faculty Core Unit
- SELECT: Business Faculty Core Unit

**Year 3, Semester 1**

- KWB211 Stylistics and Poetics
- KWB207 Great Books: Creative Writing Classics
- SELECT: Business Faculty Major Unit
- SELECT: Business Faculty Major Unit

**Year 3, Semester 2**

- KWB102 Media Writing
- KWB106 Corporate Writing and Editing
- SELECT: Business Faculty Major Unit
- SELECT: Business Faculty Major Unit

**Year 4, Semester 1**

- KWB211 Stylistics and Poetics
- KWB304 Editing and Developing the Manuscript
- SELECT: Business Faculty Major Unit
- SELECT: Business Faculty Major Unit

**Year 4, Semester 2**

- KWB205 Creative Writing Project 1
- KWB303 Writing and Publishing Industry
- SELECT: Business Faculty Major Unit
- SELECT: 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
<table>
<thead>
<tr>
<th>Year 2 Semester 2</th>
<th></th>
<th>Year 4 Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AYB200 Financial Accounting</td>
<td>AMB320 Advertising Management</td>
<td>AMB330 Advertising Planning Portfolio</td>
</tr>
<tr>
<td>AYB225 Management Accounting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td></td>
<td>Year 4 Semester 2</td>
</tr>
<tr>
<td>EFB210 Finance 1</td>
<td></td>
<td>AMB339 Advertising Campaigns</td>
</tr>
<tr>
<td>AYB221 Computerised Accounting Systems</td>
<td></td>
<td>BSB123 Data Analysis</td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AYB219 Taxation Law</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AYB340 Company Accounting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AYB230 Corporations Law</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AYB321 Strategic Management Accounting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 4 Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AYB301 Audit and Assurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AYB311 Financial Accounting Issues</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Advertising Major**

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
<th></th>
<th>Year 4 Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB113 Economics</td>
<td>AMB320 Advertising Management</td>
<td>AMB330 Advertising Planning Portfolio</td>
</tr>
<tr>
<td>BSB126 Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 1 Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB110 Accounting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB115 Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB119 Global Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB124 Working in Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 2 Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMB200 Consumer Behaviour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMB220 Advertising Theory and Practice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMB201 Marketing and Audience Research</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB111 Business Law and Ethics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMB318 Advertising Copywriting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMB319 Media Planning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Economics Major**

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
<th></th>
<th>Year 4 Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB113 Economics</td>
<td>AMB320 Advertising Management</td>
<td></td>
</tr>
<tr>
<td>BSB115 Management</td>
<td>AMB330 Advertising Planning Portfolio</td>
<td></td>
</tr>
<tr>
<td>Year 1 Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB123 Data Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB124 Working in Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB110 Accounting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSB111 Business Law and Ethics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 2 Semester 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EFB222 Quantitative Methods For Economics and Finance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EFB223 Economics 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EFB330 Intermediate Macroeconomics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EFB331 Intermediate Microeconomics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td></td>
<td>Choice units or remaining Faculty Core Units</td>
</tr>
<tr>
<td>Choice units or remaining Faculty Core Units</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td></td>
<td>Choice units or remaining Faculty Core Units</td>
</tr>
<tr>
<td>Choice units or remaining Faculty Core Units</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 4 Semester 2</td>
<td></td>
<td>Choice units or remaining Faculty Core Units</td>
</tr>
<tr>
<td>Choice units or remaining Faculty Core Units</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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
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

### 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

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 SYNOPSISES

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

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, 2010 SEM-2 and 2010 SUM

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:** CBB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

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

**AMB240 MARKETING PLANNING AND MANAGEMENT**  
This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

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

**AMB264 PUBLIC RELATIONS TECHNIQUES**  
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB303 INTERNATIONAL LOGISTICS**  
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.

**Prerequisites:** AMB210, IBB210, AMB240, or CTB240  
**Equivalents:** IBB303  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB318 ADVERTISING COPYWRITING**  
**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB319 MEDIA PLANNING**  
**Prerequisites:** AMB220  
**Equivalents:** AMB222  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB320 ADVERTISING MANAGEMENT**  
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful
advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

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

AM3B330 ADVERTISING PLANNING PORTFOLIO
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising: the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

Prerequisites: AMB318 or AMB221, and AMB319 or AMB222
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AM3B335 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

AM3B336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210
Equivalents: IBB213
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AM3B339 ADVERTISING CAMPAIGNS
Prerequisites: AMB320 and AMB330
Equivalents: AMB321
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AM3B340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

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

AM3B359 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

AM3B369 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

AM3B372 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
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  
Credit points: 12  
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

AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation. 
Prerequisites: AMB374 or AMB370, and AMB201 or CTB201  
Equivalents: AMB361  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting professor'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  
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 (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  
**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

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

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

**AYB311 FINANCIAL ACCOUNTING ISSUES**  
This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used.  
**Prerequisites:** AYB340 or AYB220  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB321 STRATEGIC MANAGEMENT ACCOUNTING**  
Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC), the balanced scorecard (BSC), and economic value added (EVA); and appreciating the research on the benefits and problems with ABC, BSC and EVA.  
**Prerequisites:** AYB225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB340 COMPANY ACCOUNTING**  
This unit includes: the preparation of consolidated financial statements; an overview of the statutory requirements that dictate the format and content of published financial reports of companies; the requirements of the Corporations Act 2001 and the major disclosure orientated accounting standards; accounting for income tax; accounting for the acquisition of assets (including entities); accounting for investments in associates; accounting for foreign currency transactions arising from international trading and financing; and the translation of the results of foreign operations.  
**Prerequisites:** AYB200 or AYB121  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
BSB110 ACCOUNTING
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making.
Antirequisites: BSD110, CNB293, UDB342
Equivalents: CTB110
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB111 BUSINESS LAW AND ETHICS
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal and ethical decision-making processes relevant to modern business practice.
Antirequisites: AYB120
Equivalents: CTB111
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.
Antirequisites: BSD113
Equivalents: CTB113
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.
Antirequisites: BSD115
Equivalents: CTB115
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture

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 Contact hours: 3 per week 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
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.
Prerequisites: BSB116 or BSB113
Equivalents: EFB206, MIB202
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

EJB201 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
Teaching period: 2010 SEM-1 and 2010 SEM-2

EJB210 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)
Antirequisites: EFB206
Credit points: 12
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EJB222 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

EFB232 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: EJB102
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
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM
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 EFB102
Equivalents: EFB211
Credit points: 12
Teaching period: 2010 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
Prerequisites: EFB223 or EFB102
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 EFB101
Antirequisites: EFB200
Credit points: 12
Teaching period: 2010 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
Prerequisites: EFB223 or EFB102
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 EFB202, and EFB331 or EFB211
Antirequisites: EFB314
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
Prerequisites: EFB331 or EFB211
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

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
KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.
Equivalents: KWB250 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.
Antirequisites: KWP401 Equivalents: KWB111 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1 and 2010 SEM-2

KWB103 PERSUASIVE WRITING
This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.
Antirequisites: KWP402 Equivalents: KWB315 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KWB104 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.
Antirequisites: KWP403 Equivalents: KWB350 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1 and 2010 SEM-2

KWB106 CORPORATE WRITING AND EDITING
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures).
Antirequisites: KWP405 Equivalents: KWB314 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KWB107 CREATIVE NON-FICTION
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.
Equivalents: KWB381 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KWB108 INTRODUCTION TO LITERARY STUDIES
"The 'textualisation' of the world has been an important development in twentieth century theory in the West," (Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world.
Equivalents: KWB001, KWB716 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KWB205 CREATIVE WRITING PROJECT 1
This unit provides the opportunity for you to write a sustained piece of creative work, within the genre of your choice, including short fiction, poetry, creative non-fiction and hypertext, under supervision. Such work will be written to a standard commensurate with being suitable to submit for publication to print or electronic journals. Your final submission is written after familiarisation with industry demands, niches and marketing possibilities.
Equivalents: KWB395 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KWB206 YOUTH AND CHILDREN'S WRITING
This unit includes children's and adolescent novels within the cultural context of nineteenth and twentieth century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians.
Equivalents: KWB712 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and
concludes with Vonnegut’s modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.

**Antirequisites:** KWP407  
**Equivalents:** KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB211 STYLISTICS AND POETICS**  
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of language-level literary style, as opposed to story-level or narrative concerns. In creative writing advanced stylistics, students will work on unpacking, theorising and then replicating literary techniques used by a wide range of exemplary authors. This unit gives students a unique opportunity to consider and manipulate very specific aspects of their authorial voices, drawing on the field of literary stylistics, the Oulipo movement, reader response theorists, and other author-based literary theories and schools. Intensive studio-based work, self-directed creative practice, guided critical analysis and asynchronous on-line activities characterise the teaching and learning in this unit.

**Equivalents:** KWB370, KWB201  
**Credit points:** 12  
**Contact hours:** 3hr intensive workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB303 WRITING AND PUBLISHING INDUSTRY**  
This unit provides an introduction to the function and structure of the writing and publishing industry.  

**Equivalent:** KWB399  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KWB304 EDITING AND DEVELOPING THE MANUSCRIPT**  
This unit develops your understanding of the editing process - in particular, the developmental intervention required to bring a creative manuscript to a publishable standard. These skills are crucial to those of you intending to work in the publishing industry, and of great benefit to professional creative writers. You will receive the opportunity to learn to edit the work of others with insight, understanding and technical skill.

**Antirequisites:** KWP104, KWP404  
**Equivalents:** KWB301  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KWB313 NOVEL AND MEMOIR**  
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view of how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.

**Credit points:** 12  
**Contact hours:** 3hr combined lecture and workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

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

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

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

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

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

**Prerequisites:** BSB115 or CTB115  
**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  
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