Bachelor of Business / Bachelor of Journalism (IX36)

Year offered: 2011
Admissions: Yes
CRICOS code: 059598M
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $3,630 per semester (indicative)
International Fees (indicative): 2011: $10,625 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 409172
Past rank cut-off: 92
Past OP cut-off: 5
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Susan Hetherington (Journalism); Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Course Design
Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Business program and 192 credit points from the Bachelor of Journalism program. Students will undertake the two components of the double degree concurrently.

Business component:
Students must complete the 96 credit point Business School Core Units in the Business School together with a 96 credit point Major. Accountancy students will undertake 6 Business School Core units and 10 Major Core units in order to meet the professional recognition.

You will undertake two creative industries foundation units and 14 specialist units in journalism which will provide a broad range of journalism knowledge. 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.

Deferment
Domestic students can defer their offer in this course for one year. In exceptional circumstances up to 12 months of additional deferment may be granted.

Find out more on deferment.

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 commencing in 2011

Year 1, Semester 1
KJB101 Digital Journalism
KKB101 Creative Industries: People and Practices

Business School Core Unit

Year 1, Semester 2
KJB120 Newswriting
KKB102 Creative Industries: Making Connections

Business School Core Unit

Year 2, Semester 1
KCB102 Media Myth Busting 1
KJB121 Journalistic Inquiry

Business School Core Unit

Year 2, Semester 2
KCB103 Strategic Speech Communication
SELECT: Either KKB175 (strongly recommended) or KJB337
<table>
<thead>
<tr>
<th>KKB175</th>
<th>Creative Industries Legal Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>KJB337</td>
<td>Public Affairs Reporting</td>
</tr>
<tr>
<td></td>
<td>Business School Core Unit</td>
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### Year 3, Semester 1

<table>
<thead>
<tr>
<th>KJB224</th>
<th>Feature Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>KP101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td></td>
<td>Business School Major Unit</td>
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### Year 3, Semester 2

<table>
<thead>
<tr>
<th>KJB211</th>
<th>Layout and Design</th>
</tr>
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<tbody>
<tr>
<td>KJB222</td>
<td>Online Journalism 1</td>
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<tr>
<td></td>
<td>Business School Major Unit</td>
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### Year 4, Semester 1

<table>
<thead>
<tr>
<th>KJB239</th>
<th>Journalism Ethics and Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>KJB304</td>
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### Year 4, Semester 2

<table>
<thead>
<tr>
<th>KJB235</th>
<th>Radio and Television Journalism 1</th>
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**Course structure for students who commenced in 2010**

### Year 1, Semester 1

<table>
<thead>
<tr>
<th>KJB101</th>
<th>Digital Journalism</th>
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<tbody>
<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
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<tr>
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### Year 1, Semester 2

<table>
<thead>
<tr>
<th>KJB120</th>
<th>Newswriting</th>
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<tbody>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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<tr>
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### Year 2, Semester 1

<table>
<thead>
<tr>
<th>KCB102</th>
<th>Media Myth Busting 1</th>
</tr>
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<tbody>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
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### Year 2, Semester 2

<table>
<thead>
<tr>
<th>KCB103</th>
<th>Strategic Speech Communication</th>
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<tbody>
<tr>
<td>SELECT:</td>
<td>Either KKB175 (strongly recommended) or KJB337</td>
</tr>
<tr>
<td>KKB175</td>
<td>Creative Industries Legal Issues</td>
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<tr>
<td>KJB337</td>
<td>Public Affairs Reporting</td>
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**Course structure for students who commenced in 2009**

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<table>
<thead>
<tr>
<th>KJB101</th>
<th>Digital Journalism</th>
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<tbody>
<tr>
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### Year 1, Semester 2

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<thead>
<tr>
<th>KJB120</th>
<th>Newswriting</th>
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<tbody>
<tr>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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### Year 2, Semester 1

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<tr>
<th>KCB102</th>
<th>Media Myth Busting 1</th>
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<tbody>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
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### Course structure for students who commenced in 2008

#### Year 1, Semester 2
- **KJB120**  Newswriting
- **KKB102**  Creative Industries: Making Connections  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 2, Semester 1
- **KCB102**  Media Myth Busting 1
- **KJB121**  Journalistic Inquiry  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 2, Semester 2
- **KCB103**  Strategic Speech Communication
- **SELECT**  Either KKB175 (strongly recommended) or KJB337:
  - **KKB175**  Creative Industries Legal Issues
  - **KJB337**  Public Affairs Reporting  
    Business Faculty Core Unit  
    Business Faculty Core Unit

#### Year 3, Semester 1
- **KJB224**  Feature Writing
- **KPB101**  Introduction to Film, TV and New Media Production  
  Business Faculty Major Unit  
  Business Faculty Major Unit

#### Year 3, Semester 2
- **KJB211**  Layout and Design
- **KJB222**  Online Journalism 1  
  Business Faculty Major Unit  
  Business Faculty Major Unit

#### Year 4, Semester 1
- **KJB239**  Journalism Ethics and Issues
- **KJB304**  Sub-Editing  
  Business Faculty Major Unit  
  Business Faculty Major Unit

#### Year 4, Semester 2
- **KJB235**  Radio and Television Journalism 1  
  Business Faculty Major Unit  
  Business Faculty Major Unit

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#### Year 1, Semester 1
- **KJB120**  Newswriting  
  Business Faculty Core Unit  
  Business Faculty Core Unit
- **KKB101**  Creative Industries: People and Practices  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 2, Semester 1
- **KJB121**  Journalistic Inquiry  
  Business Faculty Core Unit  
  Business Faculty Core Unit
- **KPB101**  Introduction to Film, TV and New Media Production  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 2, Semester 2
- **KJB211**  Layout and Design
- **KJB224**  Feature Writing  
  Business Faculty Core Unit  
  Business Faculty Core Unit

#### Year 3, Semester 1
- **KJB239**  Journalism Ethics and Issues
- **KJB304**  Sub-Editing  
  Business Faculty Major Unit  
  Business Faculty Major Unit

#### Year 3, Semester 2
- **KJB235**  Radio and Television Journalism 1  
  Business Faculty Major Unit  
  Business Faculty Major Unit

#### Year 4, Semester 1
- **KJB336**  Radio and Television Journalism 2  
  Business Faculty Major Unit  
  Business Faculty Major Unit

#### Year 4, Semester 2
- **KKB175**  Creative Industries Legal Issues
Course structure for students who commenced in 2007

Year 1, Semester 1
- Creative Industries Core Unit
- KJB120 Newswriting
- Business Faculty Core Unit
- Business Faculty Core Unit

Year 1, Semester 2
- Creative Industries Core Unit
- KJB101 Digital Journalism
- Business Faculty Core Unit
- Business Faculty Core Unit

Year 2, Semester 1
- KJB121 Journalistic Inquiry
- KPB101 Introduction to Film, TV and New Media Production
- Business Faculty Core Unit
- Business Faculty Core Unit

Year 2, Semester 2
- KJB224 Feature Writing
- KJB232 Radio and Television Journalism 1
- Business Faculty Core Unit
- Business Faculty Core Unit

Year 3, Semester 1
- KJB239 Journalism Ethics and Issues
- KJB304 Sub-Editing
- Business Faculty Major Unit
- Business Faculty Major Unit

Year 3, Semester 2
- KJB211 Layout and Design
- KJB222 Online Journalism 1
- Business Faculty Major Unit
- Business Faculty Major Unit

Year 4, Semester 1
- KJB336 Radio and Television Journalism 2
- Business Faculty Major Unit
- Business Faculty Major Unit

Year 4, Semester 2
- KKB175 Creative Industries Legal Issues
- SELECT Either KJB280 or KJB337:
- KJB280 International Journalism
- KJB337 Public Affairs Reporting
- 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
- BSB126 Marketing
- BSB113 Economics

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

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

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

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

#### Year 3 Semester 2
- AMB318 Advertising Copywriting
- AMB319 Media Planning

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

#### Year 4 Semester 2
- AMB339 Advertising Campaigns
- BSB123 Data Analysis

### Economics Major

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

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

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

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

#### Year 3 Semester 1
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics

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

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

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

#### Choice Units
- Choose any three of the following:
  - EFB332 Applied Behavioural Economics
  - EFB333 Introductory Econometrics
  - EFB334 Environmental Economics and Policy
  - EFB336 International Economics
  - EFB337 Game Theory and Applications

### Important Information
Note: BSB126 and BSB119 are the remaining Business School Core units which must be completed.

### Finance Major

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

#### Year 1 Semester 2
- BSB124 Working in Business
- BSB126 Marketing
| Year 2 Semester 1 | | Year 2 Semester 2 | | Year 3 Semester 1 | | Year 3 Semester 2 | | Year 4 Semester 1 | | Year 4 Semester 2 |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| BSB110 Accounting | BSB111 Business Law and Ethics | BSB123 Data Analysis | BSB119 Global Business | EFB222 Quantitative Methods For Economics and Finance | EFB210 Finance 1 | MGB200 Leading Organisations | MGB201 Contemporary Employment Relations | MGB330 Learning and Development in Organisations | MGB339 Performance and Reward |
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### 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

**Year 2 Semester 2**
- BSB124 Working in Business

**Year 3 Semester 1**
- BSB110 Accounting
- BSB123 Data Analysis

**Year 3 Semester 2**
- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research

**Year 4 Semester 2**
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management

### Public Relations Major

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

**Year 1 Semester 2**
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques

**Year 2 Semester 1**
- BSB113 Economics
- BSB124 Working in Business

**Year 2 Semester 2**
- AMB201 Marketing and Audience Research
- AMB211 Business Law and Ethics

**Year 3 Semester 1**
- AMB200 Consumer Behaviour
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
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<thead>
<tr>
<th>Year 4 Semester 1</th>
<th>BSB122</th>
<th>Quantitative Analysis and Finance</th>
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<tbody>
<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
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<td>AMB375</td>
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<th>Accountancy Major</th>
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<td>EFB210</td>
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<thead>
<tr>
<th>Banking and Finance Major - Students who commenced in 2007 and 2008</th>
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</thead>
<tbody>
<tr>
<td>Year 1 Semester 1</td>
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<tr>
<td>BSB113</td>
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<tr>
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<th>Year 2 Semester 1</th>
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<tr>
<td>BSB110</td>
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<th>Year 2 Semester 2</th>
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<tbody>
<tr>
<td>EFB101</td>
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<td>EFB210</td>
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</table>
Important Note for Business Students

Note: Please refer to BS56 course note for recoding/renaming of units and discontinuation of units.

Economics Major

Year 1 Semester 1
- BSB113 Economics
- BSB115 Management, People and Organisations

Year 1 Semester 2
- BSB114 Government, Business and Society
- BSB126 Marketing

Year 2 Semester 1
- BSB110 Accounting
- EFB102 Economics 2

Year 2 Semester 2
- BSB122 Quantitative Analysis and Finance
- BSB119 International and Electronic Business

Year 3 Semester 1
- EFB211 Firms, Markets and Resources
- EFB202 Business Cycles and Economic Growth

Year 3 Semester 2
- EFB101 Data Analysis for Business
- EFB328 Public Economics and Finance

Year 4 Semester 1
- BSB111 Business Law and Ethics
- EFB200 Applied Regression Analysis

Year 4 Semester 2
- EFB329 Contemporary Applications of Economics Theory
- EFB314 International Trade and Economic Competitiveness

Human Resource Management Major

Year 1 Semester 1
- BSB113 Economics
- BSB115 Management, People and Organisations

Year 1 Semester 2
- BSB114 Government, Business and Society
- BSB126 Marketing

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

Year 2 Semester 2
- BSB122 Quantitative Analysis and Finance
- BSB119 International and Electronic Business

Year 3 Semester 1
- MGB207 Human Resource Issues and Strategy
- MGB220 Management Research Methods

Year 3 Semester 2
- MGB200 Leading Organisations
- MGB21 Performance and Reward

Year 4 Semester 1
- MGB221 Performance and Reward
- HRM Option Unit

Year 4 Semester 2
- MGB320 Recruitment and Selection
- MGB331 Learning and Development in Organisations

HRM Option Unit List:
- MGB201 Contemporary Employment Relations
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Year 1 Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB210</td>
<td>Managing Operations</td>
<td>BSB119 International and Electronic Business</td>
</tr>
<tr>
<td>MGB212</td>
<td>Sustainability in a Changing Environment</td>
<td>BSB126 Marketing</td>
</tr>
<tr>
<td>MGB309</td>
<td>Strategic Management</td>
<td></td>
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<tr>
<td>MGB314</td>
<td>Organisational Consulting and Change</td>
<td></td>
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<tr>
<td>MGB315</td>
<td>Personal and Professional Development</td>
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<tr>
<td>MGB335</td>
<td>Project Management</td>
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HRM students must choose two from the above list (one must be a Level 3 unit).

International Business Major

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
<th>Year 1 Semester 2</th>
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<tbody>
<tr>
<td>BSB119 International and Electronic Business</td>
<td>BSB126 Marketing</td>
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<tr>
<td>BSB126 Marketing</td>
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<tr>
<th>Year 2 Semester 1</th>
<th>Year 2 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>BSB110 Accounting</td>
<td>BSB115 Management, People and Organisations</td>
</tr>
<tr>
<td>BSB111 Business Law and Ethics</td>
<td></td>
</tr>
<tr>
<td>BSB114 Government, Business and Society</td>
<td>BSB122 Quantitative Analysis and Finance</td>
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<tr>
<td>BSB113 Economics</td>
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<table>
<thead>
<tr>
<th>Year 3 Semester 1</th>
<th>Year 3 Semester 2</th>
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</thead>
<tbody>
<tr>
<td>IBB202 Fundamentals of International Finance</td>
<td>BSB119 International and Electronic Business</td>
</tr>
<tr>
<td>IBB217 Asian Business Development</td>
<td>BSB126 Marketing</td>
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<td>or</td>
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<tr>
<td>IBB208 European Business Development</td>
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<table>
<thead>
<tr>
<th>Year 3 Semester 2</th>
<th>Year 4 Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBB210 Export Management</td>
<td>MGB309 Strategic Management</td>
</tr>
<tr>
<td>IBB317 Contemporary Business in Asia</td>
<td>Management Option Unit</td>
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<tr>
<td>or</td>
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<tr>
<td>IBB308 Contemporary Business in Europe</td>
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<tr>
<th>Year 4 Semester 1</th>
<th>Year 4 Semester 2</th>
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<tbody>
<tr>
<td>IBB213 International Marketing</td>
<td>MGB335 Project Management</td>
</tr>
<tr>
<td>IBB205 Intercultural Communication and Negotiation</td>
<td>Management Option Unit</td>
</tr>
</tbody>
</table>

Management Option Unit List:
Management students must choose two from the above list (one must be a Level 3 unit):

<table>
<thead>
<tr>
<th>Management Option Unit List:</th>
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<tbody>
<tr>
<td>MGB201 Contemporary Employment Relations</td>
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<tr>
<td>MGB324 Managing Business Growth</td>
</tr>
<tr>
<td>MGB370 Personal and Professional Development</td>
</tr>
<tr>
<td>MGB314 Organisational Consulting and Change</td>
</tr>
<tr>
<td>MGB225 Intercultural Communication and Negotiation Skills</td>
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</table>

Marketing Major

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
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</tbody>
</table>
BSB122  Quantitative Analysis and Finance
BSB126  Marketing

Year 1 Semester 2
BSB110  Accounting
BSB115  Management, People and Organisations

Year 2 Semester 1
BSB114  Government, Business and Society
BSB119  International and Electronic Business

Year 2 Semester 2
BSB111  Business Law and Ethics
BSB113  Economics

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

Year 3 Semester 2
AMB201  Marketing and Audience Research
AMB241  E-Marketing Strategies

Year 4 Semester 1
AMB340  Services Marketing
AMB202  Integrated Marketing Communication

Year 4 Semester 2
AMB341  Strategic Marketing
AMB352  Marketing Decision Making
or
IBB213  International Marketing

Public Relations Major

Year 1 Semester 1
BSB122  Quantitative Analysis and Finance
BSB126  Marketing

Year 1 Semester 2
BSB110  Accounting
BSB115  Management, People and Organisations

Year 2 Semester 1
BSB114  Government, Business and Society
BSB119  International and Electronic Business

Year 2 Semester 2
BSB111  Business Law and Ethics
BSB113  Economics

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

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

Year 4 Semester 1
AMB360  Corporate Communication Management
AMB370  Public Relations Cases

Year 4 Semester 2
AMB361  Public Relations Campaigns
AMB371  Corporate Communication Strategies

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

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

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

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

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

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

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

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

International Business Core units
IBB202 is replaced by EFB240 Finance for International Business
IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210 is now replaced by AMB210 Importing and Exporting
IBB213 is now AMB336 International Marketing
IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300 is now AMB369 International Business Strategy
IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units
MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

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

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

Business Law and Tax Extended Major (BLX)
AYB223 replaced by AYB230 Corporations Law
AYB325 is now AYB219 Taxation Law
AYB305 is replaced by AYB205 Law of Business Entities
AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)
AYB223 is replaced by AYB230 Corporations Law
AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)
AMB230 now retitled AMB230 Digital Promotions
AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)
AYB312 is now AYB232 Financial Institutions Law
EFB200 is replaced by EFB333 Introductory Econometrics
EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)
EFB200 is replaced by EFB333 Introductory Econometrics
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB325 is replaced by EFB336 International Economics
EFB318 is replaced by EFB335 Investments
EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)
EFB200 is replaced by EFB333 Introductory Econometrics
EFB324 is replaced by EFB201 Financial Markets
EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)
EFB318 is replaced by EFB335 Investments
AYB312 is now AYB232 Financial Institutions Law
EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)
MGB315 is now MGB370 Personal and Professional Development
IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)
IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
IBB303 is now AMB303 International Logistics
AMB230 now retitled AMB230 Digital Promotions
IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)
IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
MGB218 is now MGB324 Managing Business Growth
MGB315 is now MGB370 Personal & Professional Development
IBB210 is replaced by AMB210 Import and Exporting
IBB303 is now AMB303 International Logistics

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

Public Relations Extended Major (PRX)
AMB370 is replaced by AMB374 Global Public Relations Cases
AMB371 is replaced by AMB375 Public Relations

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

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

Financial Economics Specialisation (FES)
EFB102 is replaced by EFB223 Economics 2
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB329 is now 338 Contemporary Applications of Economics
EFB314 is replaced by EB336 International Economics
EFB324 is replaced by EB201 Financial Markets
EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)
AMB260 is replaced by AMB263 Introduction to Public Relations
AMB230 now retitled AMB230 Digital Promotions
AMB354 is now AMB208 Events Marketing

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

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

International Exchange Specialisation (IEX)

IBB205  is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

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.

Prerequisite(s): BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: MIB204
Equivalents: AMX200, CTB200

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

Prerequisite(s): BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: COB207, MIB309
Equivalents: AMX202

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching
**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.

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** COB307, MIB309

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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.

The 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:** AMX210, IBB210  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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.

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of approved prior study for non-Bachelor of Business students only  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** COB308

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**AMB221 ADVERTISING COPYWRITING**

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

**Prerequisite(s):** AMB220 or COB308  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**AMB222 MEDIA PLANNING**

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

**Prerequisite(s):** AMB220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** COB317

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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.
Prerequisite(s): BSB126 or CTB126  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2  
Incompatible with: MIB217 or CTB240

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.
Prerequisite(s): BSB126 or CTB126  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2  
Incompatible with: MIB217 or CTB240

AMB261 MEDIA RELATIONS AND PUBLICITY
This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.
Prerequisite(s): AMB260  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2  
Incompatible with: COB329

AMB262 PUBLIC RELATIONS WRITING
This unit will introduce students to a range of public relations writing needs. With heavy practical emphasis, the students will create a substantial portfolio of writing across the full range of media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the use of print and electronic forms. Writing for print and electronic forms is covered as well as new/interactive media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the research components of the writing exercise as well as the writing/rewriting cycle.
Prerequisite(s): AMB260  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2  
Incompatible with: COB326

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.
Prerequisite(s): BSB126, CTB126, BSB116, or BSB117  
Equivalents: AMB260, AMX263  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2
AMB264 PUBLIC RELATIONS TECHNIQUES
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisites: BS126, CTB126, BS116, or BS117
Equivalents: AMB261, AMB262
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.
Prerequisites: AMB210, IBB210, AMB240, or CTB240
Equivalents: AMX303, IBB303
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB318 ADVERTISING COPYWRITING
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.
Prerequisites: AMB220 or COB308
Equivalents: AMB221, AMX318
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB319 MEDIA PLANNING
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.
Prerequisites: AMB220
Equivalents: AMB222, AMX319
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

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: AMB221 and AMB222
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2
Incompatible with: COB306

AMB321 ADVERTISING CAMPAIGNS
This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of
an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

**Prerequisite(s):** AMB221 and AMB222  
**Corequisite(s):** AMB320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** COB303

**AMB330 ADVERTISING PLANNING PORTFOLIO**

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

**Prerequisite(s):** AMB318 or AMB221, and AMB319 or AMB222  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB330 ADVERTISING STRATEGY AND PLANNING**

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

**Prerequisite(s):** AMB221 and AMB222  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1  
**Incompatible with:** COB300

**AMB335 E-MARKETING STRATEGIES**

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

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Equivalents:** AMB241, AMX335  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB336 INTERNATIONAL MARKETING**

The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.

**Prerequisites:** AMB240, CTB240, AMB210, or IBB210  
**Equivalents:** AMX336, IBB213  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**AMB339 ADVERTISING CAMPAIGNS**

This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

**Prerequisites:** AMB320 and AMB330  
**Equivalents:** AMB321, AMX339  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB340 SERVICES MARKETING**

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

**Prerequisite(s):** AMB240 or CTB240 or MIB217

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**Page 18/38**
AMB340 SERVICES MARKETING
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Prerequisite(s): AMB240 or CTB240, and AMB201 or CTB201 Antirequisites: MIB311
Equivalents: AMX340, CTB340
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB341 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.
Prerequisite(s): AMB240 or CTB240 or MIB217
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2
Incompatible with: MIB315, CTB341

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.
Prerequisite(s): AMB340, and AMB335 or AMB241
Equivalents: AMB341, AMX359
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB360 CORPORATE COMMUNICATION MANAGEMENT
The unit explores the corporate communication management function within an organisation and identifies how decisions about the use of various corporate communication solutions are made. Emphasis is placed on the role of corporate communication in management systems, the nature and processes of information management in corporate communication and environmental analysis. The unit also draws on contemporary issues in corporate communication management including issues management, ethical and legal considerations in practice and the role of corporate communication in organisational change.
Prerequisite(s): AMB261 and AMB262
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2

AMB352 MARKETING DECISION MAKING
The nature of decisions and decision models in specific strategic and tactical areas of marketing management are examined in this unit. Decisions related to sales forecasting, market analysis, product planning, pricing, promotion and distribution are viewed from quantitative and qualitative perspectives. Students are exposed to computer software and analysis skills that aid the marketing decision process and build their analytical skills of direct relevance in marketing practice. The unit also embraces the analysis and application of marketing information systems including database marketing and the Internet as a marketing information resource.
Prerequisite(s): AMB240 or CTB240 or MIB217
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Incompatible with: MIB320, MIB216

AMB361 PUBLIC RELATIONS CAMPAIGNS
This unit focuses on the public relations campaign planning process from problem identification and research through to strategy development, campaign development and evaluation. It is designed to meet the students' interests in understanding how various campaign elements come together and to test their ability to integrate their prior learning in the introductory theory and practice units. To service the practice elements of public relations implementation, the unit incorporates a number of client service aspects. Students are expected to research, develop and present their plans. This unit incorporates real world clients to enhance the students' portfolios.
Prerequisite(s): AMB201 or MGB220 or CTB201, AMB261
and AMB262  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: COB323, AMB381

**AMB369 INTERNATIONAL BUSINESS STRATEGY**

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

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

**AMB370 PUBLIC RELATIONS CASES**

This unit will provide students with an understanding of a wide range of public relations challenges in order to build a better range of experience with management level organisational issues. Australian and international cases will be used to explore different components of public relations practice.

**Prerequisite(s):** AMB261 or AMB262  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1

**AMB371 CORPORATE COMMUNICATION STRATEGIES**

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

**Prerequisite(s):** AMB360 or AMB361  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 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, partner with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

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

**AMB373 CORPORATE COMMUNICATION**

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

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

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

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

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

**AMB375 PUBLIC RELATIONS MANAGEMENT**

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

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

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

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

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

**AYB121 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.

**Prerequisite(s):** BSB110 or CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER

**AYB200 FINANCIAL ACCOUNTING**

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

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYB121, AYX200  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**AYB219 TAXATION LAW**

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

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** LWB364  
**Equivalents:** AYB325, AYX219  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AYB220 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.

**Prerequisite(s):** AYB121  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 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.

**Prerequisite(s):** BSB110 or CTB110, BSB122 or CTB122 or equivalent  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 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.

**Prerequisite(s):** BSB110 or CTB110  
**Antirequisites:** AYN443  
**Equivalents:** AYX221  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AYB223 LAW OF BUSINESS ASSOCIATIONS**

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.

**Prerequisite(s):** BSB111 or CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point
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
Equivalents: AYX225
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisites: BSB110 or CTB110, and BSB119 or CTB119
Equivalents: AYX227
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.

Prerequisites: BSB111 or CTB111
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

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

AYB301 AUDITING
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.

Prerequisite(s): AYB220 & AYB221
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER

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

**Prerequisites:** AYB340 or AYB220  **Equivalents:** AYX311  **Credit points:** 12  **Contact hours:** 3.5 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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

**Prerequisite(s):** AYB220  **Credit points:** 12  **Contact hours:** 3.5 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-1 and 2008 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  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-1 and 2008 SEM-2

**AYB325 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.

**Prerequisite(s):** AYB223  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-1 and 2008 SEM-2

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

**Prerequisites:** AYB200 or AYB121  **Equivalents:** AYX340  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

**Antirequisites:** BSD110, CNB293, UDB342  
**Equivalents:** BSX110, CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**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.

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
**Incompatible with:** BSD110, CTB110, CNB293, UDB342

**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.

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
**Incompatible with:** AYB120, CTB111

**BSB111 BUSINESS LAW AND ETHICS**

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

**Antirequisites:** AYB120, LWS009, LWB145  
**Equivalents:** BSX111, CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**BSB113 ECONOMICS**

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

**Antirequisites:** BSD113, UDB104  
**Equivalents:** BSX113, CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**BSB113 ECONOMICS**

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**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
**Incompatible with:** CTB113, BSD113

**BSB114 GOVERNMENT, BUSINESS AND SOCIETY**

This unit provides a basic grounding in the principles, institutions and functions of government and their interactions with business and society. Its principal focus is the structure and key features of Australia's constitutional and government framework including the judicial and administrative processes, especially as they affect business. Students develop a comparative appreciation of the principles, institutional arrangements and practices of contemporary government in a global context. This includes consideration of law-making and policy processes and the impact of the changing national and international environment.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** HUB694, HUB682, SS028, BSD114, CTB114

**BSB115 MANAGEMENT, PEOPLE AND ORGANISATIONS**

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.

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
**Incompatible with:** BSD115, CTB115
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: BSX115, CTB115
Credit points: 12   Contact hours: 3 per week
Campus: Gardens Point and Caboolture   Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1

BSB119 INTERNATIONAL AND ELECTRONIC BUSINESS
This unit integrates two rapidly expanding areas of business studies: international business and e-business. Doing business across international borders is facilitated by e-business technologies. This unit explores the nature and models of international business and e-business and how e-business technologies facilitate international business and add value to the business. 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.

Contact hours: 3 per week   Campus: Gardens Point and Carseldine   Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER   Incompatible with: BSB116, BSB112, CTB119

BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.

Antirequisites: BSB116, BSB112, BSD119   Equivalents: BSX119, CTB119   Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point and Caboolture   Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB122 QUANTITATIVE ANALYSIS AND FINANCE
To maintain the competitiveness of, and add value to, an organisation, today's managers have to make critical business and financial decisions. This unit is a preliminary study of the techniques for analysing business information, and will provide students with a framework for understanding the fundamentals of business and financial decision making. Topics include the following: the basic techniques of organising and analysing data; the application of probability and probability distributions; understanding a firm's investing, financing and dividend decisions; and the three main ideas underpinning financial decisions (time value of money, diversification and arbitrage).

Credit points: 12   Contact hours: 3 per week   Campus: Gardens Point and Carseldine   Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER   Incompatible with: BSB117, CTB122

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

Antirequisites: BSB117, BSB122, CTB122, EFB101, MAB101, MAB141,MAB233   Equivalents: BSX123
Credit points: 12   Campus: Gardens Point and Caboolture   Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB123 DATA ANALYSIS
BSB124 WORKING IN BUSINESS

Teaching period: 2008 SUMMER

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.

Contact hours: 4 per week  
Campus: Gardens Point and Carseldine  
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
Incompatible with: BSB116, CTB126

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.

Contact hours: 4 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB102 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.

Prerequisite(s): BSB113 or CTB113  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER

EFB200 APPLIED REGRESSION ANALYSIS
This unit expands on the basic multiple regression model introduced in EFB101, by examining the practical problems encountered in using the single equation econometric model. In particular, the major problems encountered using real data, such as multicolinearity, serial correlation in time series data and heteroskedasticity in the case of cross-sectional data, specification error, and alternative functional form issues will be illustrated in the context of published Australian data. The unit includes extensive use of a commonly used computer package to allow the practical application of the various techniques.

Prerequisite(s): EFB101 or MAB101  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1

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

Prerequisite(s): BSB113 or CTB113  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

**Prerequisite(s):** BSB122 or CTB122 completed from Sem 2, 2004; or EFB210  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2

**EFB202 BUSINESS CYCLES AND ECONOMIC GROWTH**

This unit develops an analytical framework in order to evaluate the macroeconomic performance of the Australian economy and the policy actions taken by government. Key issues addressed include business cycle stabilisation, unemployment, inflation, economic growth, the balance of payments, the Commonwealth budget and national saving.

**Prerequisite(s):** EFB102  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1

**EFB210 FINANCE 1**

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

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

**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.

**Prerequisite(s):** BSB110 and BSB113; or BSB122 or CTB122 completed from sem 2 2004  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2  
Incompatible with: EFB206

**EFB211 FIRMS, MARKETS AND RESOURCES**

This unit is concerned with the economic analysis of the decisions and actions of consumers, firms, and governments in modern economies. It develops student understanding of that body of economics that is expressly concerned with the operations of, and inter-relationships between, the individual units of the economy. The unit is designed, not only to foster both clear thinking about the interplay between government, private firms, and consumers, but also to develop the student's ability to apply microeconomic concepts to economic problems that the student has not previously encountered.

**Prerequisite(s):** EBF102  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1

**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**

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

**Prerequisites:** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
Antirequisites: EBF101  
Equivalents: EFX222  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**EFB223 ECONOMICS 2**

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

**Prerequisites:** BSB113 or CTB113 or UDB104  
Equivalents: EBF102, EFX223  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**EFB240 FINANCE FOR INTERNATIONAL BUSINESS**

In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country
EFB206 or EFB210  

Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2  

Incompatible with: EFB212, IBB202

EFB314 INTERNATIONAL TRADE AND ECONOMIC COMPETITIVENESS
This unit analyses the increasing globalisation of world trade and investment, and develops an analytical framework to assess the impact of these flows on the Australian economy, its businesses, people and policy makers. It examines the patterns of trade and capital flow.

Prerequisite(s): EFB211 & EFB202  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-2  
Incompatible with: EFB212

EFB318 PORTFOLIO AND SECURITY ANALYSIS
This unit addresses the following topics: management of investment portfolios; diversification; performance management; risk management; advanced asset pricing models; equity valuation strategies and fixed interest risk analysis.

Prerequisite(s): EFB307  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1

EFB328 PUBLIC ECONOMICS AND FINANCE
The major topics/areas covered in this unit include principles underlying government provision, distribution and finance as responses to market failure, externalities and government intervention in the presence of externalities and economics of pollution control Cost benefit analyisys and the environment are also dealt with under this section. In the next section we provide an introduction to taxation and then we discuss tax compliance and reform of the tax system. Under education the unit wil cover the following: Market failure and government failure in education, financing of education and education outcomes, consumer choice in education and economic analysis of current directions in education reform. Under health the unit will cover topics such as demand for health, health sector targets and instruments of public policy, health care financing and outputs in Australia and problems of information in the health sector.
EFB329 CONTEMPORARY APPLICATIONS OF ECONOMICS 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.

Prerequisite(s): 192 credit points of study, including EFB202 and EFB211 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-2 Incompatible with: EFB323

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

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

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

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

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

Prerequisite(s): EFB211 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-2

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

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
The unit introduces students to some of the current environmental and natural resource issues confronting society and how planners and decision-makers could better understand and address these problems using economics. This unit demonstrates that economics has a major role to play in helping us to understand and solve some of the environmental problems facing societies. It will be demonstrated that economics can often be used to help protect the environment rather than harm it. The unit would benefit those who wish to work either in the public or the private sector.

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

Prerequisite(s): EFB211, EFX331 Credit points: 12 Campus: Gardens Point Teaching period: 2011 SEM-1
Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2 

**EFB336 INTERNATIONAL ECONOMICS**

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

**Prerequisites:** EFB330 or EFB202, and EFB331 or EFB211  
**Antirequisites:** EFB314  
**Equivalents:** EFX336  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB337 GAME THEORY AND APPLICATIONS**

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

**Prerequisites:** EFB331 or EFB211  
**Equivalents:** EFX337  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

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

**Prerequisites:** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  
**Assumed knowledge:** This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.  
**Equivalents:** EFB329, EFX338  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB340 FINANCE CAPSTONE**

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

**Prerequisites:** EFB307 and EFB335. EFB335 can be enrolled in the same teaching period as EFB340.  
**Equivalents:** EFX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**IBB202 FUNDAMENTALS OF INTERNATIONAL FINANCE**

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.

**Prerequisite(s):** BSB119 or CTB119 or BSB116; and BSB113 or CTB113 or BSB122 or CTB122  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
**Incompatible with:** MIB202, EFB312

**IBB205 INTERCULTURAL COMMUNICATION AND NEGOTIATION**

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.

**Prerequisite(s):** BSB115 or CTB115 or BSB119 or CTB119  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1  
**Incompatible with:** MIB205, MGB312

**IBB208 EUROPEAN BUSINESS DEVELOPMENT**

This unit focuses on the major factors involved in the development of European business practices, organisational structures and government/business relations. Topics covered will include: demographic change;
IBB210 EXPORT MANAGEMENT
This unit presents students with information critical for the successful planning, organisation, implementation and control of export operations. The unit is highly applied and covers practical aspects of the production, dispatch and distribution of products for international markets. Specifically the unit addresses legal, documentary, physical and financial challenges to the delivery of goods and services, and to the assured receipt of payment in return for that delivery. The processes of planning, market analysis, information gathering, cooperative arrangements with government and other firms are all considered. Contemporary developments in technological applications and business practices are illustrated.
Prerequisite(s): BSB119 or CTB119 or 96 credit points of approved study Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-1 and 2008 SEM-2 Incompatible with: MIB208

IBB213 INTERNATIONAL MARKETING
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.
Prerequisite(s): BSB119 or CTB119 & BSB126 or CTB126; or BSB116 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER Incompatible with: MIB213

IBB217 ASIAN BUSINESS DEVELOPMENT
This unit gives students an understanding of the historical foundations of the development of business in East and South East Asia. Material presented includes the traditional economic and social institutions in Asia and their changing impact on business since East Asia's integration into the international economy. Topics studied will include: the evolution of local firms and firm structures; the impact of western business and economic influences; local ideology and development policies; the rapid growth of Northeast Asia, the Asian NICs and ASEAN. The changing impact of the international economy upon business development within selected East Asian economies is a unifying theme of this unit.
Prerequisite(s): BSB119 or CTB119 or BSB116 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-1 Incompatible with: MIB200

IBB300 INTERNATIONAL BUSINESS STRATEGY
This unit aims to develop student competencies in the analysis of issues and problems encountered by international firms in the formulation and implementation of business strategies. The unit emphasises the connection between core competencies, strategy and corporate performance and uses case studies to analyse the strategic behaviour of global companies. Issues examined include: the forms of international involvement and entry mode strategies; organisational structures, control and cultural diversity; multinational versus global competitive strategies; the formulation and implementation of strategies of international cooperation and strategic alliances; small and medium enterprise (SME) strategies to compete in global markets.
Prerequisite(s): IBB213 or IBB211 or IBB210 or 96 cp of approved study Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-1 and 2008 SEM-2 Incompatible with: MGB330

IBB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.
Prerequisite(s): IBB210 or AMB240 or CTB240 or 96 credit points of approved study Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-2 Incompatible with: MIB303
IBB308 CONTEMPORARY BUSINESS IN EUROPE
Building on the historical understandings established in the prerequisite unit, this unit analyses contemporary issues relevant to business in Europe. Areas of study include: the growth of regional cooperation in Europe; business and regional cooperation; European Union policies and impacts; challenges of doing business in the emerging markets of Central and Eastern Europe. Case studies of contemporary business activities in Europe including entry to European markets will be used in the analysis.
Prerequisite(s): IBB208 or MIB208 or 96 credit points of approved study  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2  Incompatible with: MIB300

IBB317 CONTEMPORARY BUSINESS IN ASIA
This unit gives students an understanding of the practical challenges of doing business in East Asia. It explains current cultural, social, institutional and regulatory factors that impact upon enterprises in Asia. The unit analyses business strategy, production and procurement, and distribution and marketing in select Asian markets. It addresses contemporary trends: market access; corporate governance; consumer demographics and tastes; the structure and competitiveness of local and foreign firms; integration of new business technologies; the rapid economic and legal reform taking place in East Asia.
Prerequisite(s): IBB217 or MIB200 or 96 credit points of approved study  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2  Incompatible with: MIB317

KCB102 MEDIA MYTH BUSTING 1
This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of ‘common sense’ arguments regarding how different kinds of media have or have not affected the way our society functions.
Equivalents: KCB140  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews.
Equivalents: KCB213  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and

KJB101 DIGITAL JOURNALISM
This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usergroups, and listservers.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB120 NEWSWRITING
In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.
Antirequisites: KJP401  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB121 JOURNALISTIC INQUIRY
This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.
Prerequisites: KJB120  Antirequisites: KJP402  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB211 LAYOUT AND DESIGN
In this unit, students will learn how to use visual mediums (e.g. words, pictures, headlines, fact boxes etc) to best communicate to a variety of journalism audiences.
Using the latest computer design package, students will be taught to apply design theory to publish journalistic copy, incorporating photographs, images, graphics, tables, headlines and captions. They will learn the importance of print size, spacing, columns, captions and other visual communication devices in capturing the attention of an increasingly visual literate society.
Prerequisites: KJB120 or KJP400  Equivalents: KJB322  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2
KJB222 ONLINE JOURNALISM 1
As increasing volumes of news and other factual material are processed through online media, practitioners and also intending citizen journalists stand to get a secure understanding from studying the social and economic underpinnings of the format, and also from acquiring skills for using it.

This unit explores the background to practice in online journalism, such as the place of the medium in contemporary mass communication; it promotes the principles of best practice in journalism, and enables students to publish reports on line, giving them instruction in a wide range of production skills.

Prerequisites: KJB121 or KJP402
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KJB224 FEATURE WRITING
Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.

Prerequisites: KJB120 or KWB107 or KWB381
Antirequisites: KJP403
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1 and 2011 SEM-2

KJB232 RADIO AND TELEVISION JOURNALISM 1
The practical and theoretical aspects of radio and television media are studied and applied through production of broadcast news programs. You learn broadcast style and usage and the evaluation of television and radio products. Strong emphasis is placed on current affairs knowledge.

Prerequisite(s): KJB121
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2008 SEM-2

KJB235 RADIO AND TELEVISION JOURNALISM 1
The unit aims to provide means to learn about broadcast media from a production-based perspective, and to begin advanced, practical preparation for working professionally in news media. The practical and theoretical aspects of radio and television media are studied and applied through the production of broadcast news programs. Students will gather, script and produce a number of news items for radio and television news programs. You learn broadcast style and usage and the evaluation of television and radio products. Strong emphasis is placed on current affairs knowledge.

Prerequisites: KJB121
Credit points: 24
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KJB239 JOURNALISM ETHICS AND ISSUES
QUT Journalism supports the development of socially responsible, ethical journalists. KJB239 is a core journalism unit. It begins with an overview of western and eastern moral philosophical traditions and moves on to examine current journalistic practice in the context of Australian and international news media operations, regulatory bodies and the stance of professional journalism organisations. Students generate ethical dilemmas and work through them individually, making difficult decisions about issues such as invasion of privacy, protection of sources and conflict of interest. The impact of developing information and communication technologies is also addressed.

Credit points: 12
Contact hours: 3.5 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KJB280 INTERNATIONAL JOURNALISM
This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalism across the world, how different politico-economic systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different countries and cultural environments.

Prerequisites: KJB120 or KJP401
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KJB304 SUB-EDITING
This unit builds on KJB211 (Layout and Design) and is aimed at teaching students how to assess text for publication in the journalism industry which is a highly sought skill for employment both within Australia and overseas. Students will assess the text for news’ values, quality, photographs, supporting stories, applying style guides (both generic and in-house), grammar, spelling, accuracy, verification, its legality (including defamation, contempt and sub-judice), ethics, sources and balance. Students, individually and in small teams, will be given a range of copy-text from very poor to reasonable on a variety of topics which will be made publishable (i.e. production-ready) by them working with their tutor using the above processes.

Prerequisites: KJB120 or KJP400
Equivalents: KJB322
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KJB336 RADIO AND TELEVISION JOURNALISM 2
This unit includes the philosophy and formulation of radio and television news and current affairs, anchor techniques, and radio and television news production using computers.
Equivalents: KJB338  Other requisites: Successful completion (grade of 4 or higher) in KJB235 Radio and Television Journalism 1 PLUS an overall course GPA of 5 or higher  Credit points: 24  Contact hours: 2 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KJB337 PUBLIC AFFAIRS REPORTING
This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.

Prerequisites: KJB120  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES
The development of the creative industries has been identified as a central element of the contemporary knowledge-based economy, which is informational, global and networked. This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner. This unit is the first of two Creative Industries Foundations units which focus on building an understanding of creative industries practices and a diverse range of literacies essential to working in this new knowledge economy.

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

KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS
The ability to work collaboratively and to communicate effectively is essential for all Creative Industries professionals. In this unit you will have the opportunity to acquire and apply research, collaborative practices and project management skills through the collaborative development of a Creative Industries project proposal. This unit is a complement to KKB101 Creative Industries: People and Practices and examines the practical requirements of contributing to cultures and establishing connections with communities.

Assumed knowledge: KKB101 is assumed knowledge.

Equivalents: KKB007, KKB818  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-2

KKB175 CREATIVE INDUSTRIES LEGAL ISSUES
This unit introduces Creative Industries students to the law which applies to their professional practice and theoretical study. The unit provides a foundational approach to general aspects of law as well as particular topics for students in these fields. The unit is based on a core set of lectures and tutorials which are offered in two strands: Strand 1 for Journalism and Media Communication; Strand 2 for other Creative practices.

Antirequisites: LWS009  Equivalents: KKB275  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KP8101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.

Equivalents: KPB150, KPB155  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB200 LEADING ORGANISATIONS
Prerequisite(s): BSB115 or CTB115  Credit points: 12  Contact hours: 3  Teaching period: 2008 SEM-2 and 2008 SUMMER  Incompatible with: MGB211, CTB211, MGB222, CTB232

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

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

MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
The unit provides an overview of the complex legal, social and political arrangements underpinning organisational life in Australia. The employment relationship and its legal context is central to organisational operations. The unit
addresses the identification and analysis of the rights and responsibilities of people at the workplace, and the institutions governing the conduct of the different parties involved in the employment relationship. Current issues are examined from the perspective of the interactions between individual workers, unions, employers, employer groups, tribunals, government and international bodies to enable students to understand the broader context of the legal obligations of the parties.

**Prerequisite(s):** MGB211 or CTB211 or MGB222 or CTB232 or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**

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

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

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**

This unit identifies a range of contemporary human resource management issues facing Australian organisations. These are explored and analysed through examining a range of alternative human resource programs, policies, and strategies. This unit introduces a range of human resource functions and provides a foundation for the development of professional practice in HRM in later units. This unit provides students with the knowledge and skills to address contemporary human resource issues in order to contribute to organisational efficiency and effectiveness.

**Prerequisite(s):** BSB115 or CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** CTB207

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**

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

**Prerequisites:** BSB115 or CTB115  
**Equivalents:**  
CTB207, MGX207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB210 MANAGING OPERATIONS**

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

**Prerequisite(s):** BSB115 or CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** CTB234

**MGB212 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.

**Prerequisite(s):** BSB115 or CTB115  
**Credit points:** 12  
**Teaching period:** 2008 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.
Australia's economic development position. The emphasis on incorporating cultural dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practice managing the process of communication/negotiation to improve their outcomes.

**Prerequisites:** BSB115 or CTB115  Credit points: 12  Contact hours: 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-1 and 2008 SEM-2  **Incompatible with:** CTB223

### MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS

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

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

### MGB309 STRATEGIC MANAGEMENT

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

**Prerequisite(s):** MGB211 or CTB211 or MGB222 or CTB232 or MGB200  Credit points: 12  Contact hours: 3 per week  **Campus:** Gardens Point and Carseldine  **Teaching period:** 2008 SEM-1 and 2008 SEM-2  **Incompatible with:** MIB314, CTB309

### 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 on incorporating cultural dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practice managing the process of communication/negotiation to improve their outcomes.

**Prerequisites:** MGB211 or CTB211 or MGB222 or CTB232 or MGB200  Contact hours: 3 per week  **Campus:** Gardens Point and Carseldine  **Teaching period:** 2008 SEM-1 and 2008 SEM-2  **Incompatible with:** MIB314, CTB309

### MGB225 ENTREPRENEURSHIP AND INNOVATION

This unit deals with the development of a business plan for the potential launch of student business ideas. 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 build a comprehensive plan of their business concept.

**Prerequisite(s):** BSB115 or CTB115  Credit points: 12  Contact hours: 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-1 and 2008 SEM-2

### MGB223 ENTREPRENEURSHIP AND INNOVATION

This unit deals with the development of a business plan for the potential launch of student business ideas. 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 build a comprehensive plan of their business concept.

**Prerequisite(s):** BSB115 or CTB115  Credit points: 12  Contact hours: 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

### MGB221 PERFORMANCE AND REWARD

This unit examines the key human resource management functions of job analysis, performance management and compensation management from a strategic perspective with a view to optimising individual and organisational performance. A substantial level of analytical and professional competence is expected in this unit, which is a key to the integration of HR processes and organisational requirements.

**Prerequisite(s):** MGB207 or CTB207  Credit points: 12  Contact hours: 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-1 and 2008 SEM-2  **Incompatible with:** MGB328

### MGB223 ENTREPRENEURSHIP AND INNOVATION

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

**Prerequisites:** BSB115 or CTB115  **Equivalents:** CTB223, MGX223  Credit points: 12  Contact hours: 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2011 SEM-1 and 2011 SEM-2
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 competencies to be able to take a more strategic and critical perspective.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Equivalents:** MGX309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Equivalents:** MGB334, CTB334, MGB212  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2011 SEM-2

**MGB314 ORGANISATIONAL CONSULTING AND CHANGE**

Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.

**Prerequisite(s):** MGB211 or CTB211 or MGB222 or CTB232 or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Teaching period:** 2008 SEM-2

**MGB315 PERSONAL AND PROFESSIONAL DEVELOPMENT**

This unit develops personal, interpersonal and professional competencies (in both cognitive and affective domains) necessary for a human resource or management professional. It develops personal awareness and understanding, interpersonal competencies, and professional skills. This unit also examines influence processes, negotiation and conflict resolution and stress management. It emphasises the design of processes to achieve outcomes and skills of reflective practice. The focus is on developing skills to enhance individual competence and leadership skills to enhance effectiveness.

**Prerequisite(s):** MGB211 or CTB211 or MGB222 or CTB232 or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Teaching period:** 2008 SEM-1

**MGB320 RECRUITMENT AND SELECTION**

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

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

**MGB320 RECRUITMENT AND SELECTION**

This unit draws on conceptual foundations established in MGB221. The unit examines the environment of recruitment and selection, with a particular emphasis on legal issues. Recruitment strategies are evaluated and considered from the perspective of the organisation and the individual. Personnel selection techniques are examined in relation to technical issues of reliability, validity, fairness, and applicability. Practical skills in designing personnel selection techniques are developed, including the opportunity to develop skills in the interview process.

**Prerequisite(s):** MGB221  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Teaching period:** 2008 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:** MGB23  
**Equivalents:** MGB218, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2008 SEM-2
Gardens Point and Caboolture  Teaching period: 2011 SEM-1

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.  
Prerequisite(s): MGB211, CTB211, MGB222, CTB232, or MGB200  Equivalents: MGX331  Credit points: 12  
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit introduces students to the theory and competencies required of a beginning or an occasional trainer. This includes adult learning theory applicable to training in a vocational setting, research and competency development. Topics include the following: national training framework; instructional models and theories of adult learning; training needs analysis; training objectives; training evaluation; training models; training aids/audiovisuas; and training administration. This unit has a strong focus on mastery of theoretical foundations as well as on learning by doing.  
Prerequisite(s): MGB211 or CTB211 or MGB222 or CTB232 or MGB200  Credit points: 12  
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1  Incompatible with: MGB217

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.  
Prerequisite(s): MGB211 or CTB211 or MGB222 or CTB232 or MGB200  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: CTB335

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.  
Prerequisite(s): MGB201, MGB207, or CTB207  Equivalents: MGB221, MGX339  Credit points: 12  
Contact hours: 3  Campus: Gardens Point  Teaching period: 2011 SEM-1

MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.  
Prerequisite(s): MGB225, IBB205, IBB217, or IBB208  Antirequisite(s): IBB317  Equivalents: MGX340  Credit points: 12  
Campus: Gardens Point  Teaching period: 2011 SEM-2

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.  
Prerequisite(s): MGB331 and BSB124  Equivalents: MGB315, MGX370  Credit points: 12  
Contact hours: 3  Teaching period: 2011 SEM-1 and 2011 SEM-2