Bachelor of Business / Bachelor of Journalism (IX36)

Year offered: 2010
Admissions: Yes
CRICOS code: 059598M
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,600 (indicative) per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 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.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)
Discipline coordinator: Susan Hetherington (Journalism); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Overview
This professional course links journalism with business studies and is the choice of about one-third of commencing journalism students. The combination of journalism with business majors can equip you for specialist journalism careers in finance, international affairs or political and social commentary. Your journalism degree will be of benefit even if you choose to pursue a career in business, as you will graduate with highly developed writing skills. Public relations students will find this particularly relevant in tasks such as editing trade and specialist publications, speech writing or in corporate communication roles.

Career Outcomes
Journalism graduates are prepared for careers in both print and broadcast journalism. Opportunities also exist to become press secretaries and media officers. The combination of journalism with business majors can equip you for specialist journalism careers in finance, international affairs or political and social commentary. Your journalism degree will be of benefit even if you choose to pursue a career in business, as you will graduate with highly developed writing skills. Public relations students will find this particularly relevant in tasks such as editing trade and specialist publications, speech writing or in corporate communication roles.

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 Faculty Core Units in the Business program together with a 96 credit point Major. Accountancy students will undertaken 6 Faculty 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.

Professional Recognition
The Journalism degree is recognised by the Australian Journalists’ Association (AJA) section of the Media Entertainment and Arts Alliance (MEAA).

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

Deferment
All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for
the same period.

Find out more on deferment.

**Important Information for Business Students**

Faculty of Business rules and procedures are outlined in the Faculty Undergraduate Guidelines booklet. Other useful information can be found on the Student Services website.

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

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<thead>
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<th>Year 1, Semester 1</th>
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<tbody>
<tr>
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<tbody>
<tr>
<td>KJB120 Newswriting</td>
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<tr>
<td>KKB102 Creative Industries: Making Connections</td>
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<td>KKB175 Creative Industries Legal Issues</td>
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| KJB337 Public Affairs Reporting |

Business Faculty Major Unit

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Course structure for students who commenced in 2007

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Business Faculty Major Unit

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### Accountancy Major

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<th>Year 2 Semester 2</th>
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<tbody>
<tr>
<td>BSB110 Accounting</td>
<td>BSB111 Business Law and Ethics</td>
<td>AMB200 Consumer Behaviour</td>
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<td>BSB115 Management</td>
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<td>AMB220 Advertising Theory and Practice</td>
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<tr>
<th>Year 1 Semester 2</th>
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<tbody>
<tr>
<td>BSB123 Data Analysis</td>
<td>BSB111 Business Law and Ethics</td>
<td>AMB201 Marketing and Audience Research</td>
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<tr>
<td>BSB126 Marketing</td>
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<tbody>
<tr>
<td>BSB111 Business Law and Ethics</td>
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<td>AMB318 Advertising Copywriting</td>
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### Advertising Major

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<tbody>
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<td>BSB126 Marketing</td>
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<tr>
<td>AMB318 Advertising Copywriting</td>
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<td>Year 4 Semester 1</td>
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<tr>
<td>AMB320 Advertising Management</td>
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<td>AMB330 Advertising Planning Portfolio</td>
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<td>EFB337 Game Theory and Applications</td>
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**Economics Major**

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<td>BSB124 Working in Business</td>
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**Human Resource Management Major**

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<tr>
<td>Year 4 Semester 1</td>
<td>EFB312 International Finance</td>
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<tr>
<td>EFB223 Economics 2</td>
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<tr>
<td>EFB335 Investments</td>
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<tr>
<td>Year 4 Semester 2</td>
<td>EFB340 Finance Capstone</td>
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<tr>
<td>EFB312 International Finance</td>
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<tr>
<td>EFB340 Finance Capstone</td>
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**Choice Units**

<table>
<thead>
<tr>
<th>Choose any three of the following:</th>
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<tbody>
<tr>
<td>EFB332 Applied Behavioural Economics</td>
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<tr>
<td>EFB333 Introductory Econometrics</td>
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</tbody>
</table>

Published on: 16 May 2011
### 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
- BSB123 Data Analysis
- BSB119 Global Business

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

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

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

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

#### International Business Major

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

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

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

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

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

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

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

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

#### 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**
### Marketing Major

**Year 1 Semester 1**
- MGB310 Sustainability in A Changing Environment
- MGB335 Project Management

**Year 1 Semester 2**
- BSB113 Economics
- BSB126 Marketing

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

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

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

**Year 3 Semester 2**
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management

### Accountancy Major - Students who commenced in 2007 and 2008

**Year 1 Semester 1**
- BSB110 Accounting
- BSB115 Management, People and Organisations

**Year 1 Semester 2**
- BSB122 Quantitative Analysis and Finance
- BSB114 Government, Business and Society

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

**Year 2 Semester 2**
- AYB121 Financial Accounting
- AYB223 Law of Business Associations

**Year 3 Semester 1**
- AYB225 Management Accounting
- AYB220 Company Accounting

**Year 3 Semester 2**
- AYB221 Computerised Accounting Systems
AYB325  Taxation Law

Year 4 Semester 1
AYB301  Auditing
AYB311  Financial Accounting Issues
or
AYB321  Strategic Management Accounting

Year 4 Semester 2
EFB101  Data Analysis for Business
EFB210  Finance 1

Important Note for Business Students
Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Advertising Major - Student who commenced in 2007 and 2008

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
AMB200  Consumer Behaviour
AMB220  Advertising Theory and Practice

Year 3 Semester 2
AMB221  Advertising Copywriting
AMB222  Media Planning

Year 4 Semester 1
AMB320  Advertising Management
AMB330  Advertising Strategy and Planning

Year 4 Semester 2
AMB321  Advertising Campaigns
AMB322  Integrated Marketing Communication

Important Note for Business Students
Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major - Students who commenced in 2007 and 2008

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
EFB101  Data Analysis for Business
EFB210  Finance 1

Year 3 Semester 2
EFB102  Economics 2
EFB307  Finance 2

Year 4 Semester 1
EFB200  Applied Regression Analysis
EFB318  Portfolio and Security Analysis

Year 4 Semester 2
EFB312  International Finance
EFB201  Financial Markets

Important Note for Business Students
Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics Major - Students who commenced in 2007...
### Human Resource Management Major - Students who commenced in 2007 and 2008

| Year 1 Semester 1 | | Year 2 Semester 2 |
|------------------|------------------|
| BSB113 Economics | BSB14 Government, Business and Society |
| BSB115 Management, People and Organisations | BSB126 Marketing |

| Year 2 Semester 1 | | Year 2 Semester 2 |
|------------------|------------------|
| BSB110 Accounting | BSB122 Quantitative Analysis and Finance |
| EFB102 Economics 2 | BSB119 International and Electronic Business |

| Year 3 Semester 1 | | Year 3 Semester 2 |
|------------------|------------------|
| EFB211 Firms, Markets and Resources | MGB207 Human Resource Issues and Strategy |
| EFB202 Business Cycles and Economic Growth | MGB220 Management Research Methods |

| Year 4 Semester 1 | | Year 4 Semester 2 |
|------------------|------------------|
| BSB111 Business Law and Ethics | MGB320 Recruitment and Selection |
| EFB200 Applied Regression Analysis | HRM Option Unit |

### Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

| Year 4 Semester 2 | | HRM Option Unit List: |
|------------------|------------------|
| EFB329 Contemporary Applications of Economics | HRM students must choose two from the above list (one must be a Level 3 unit). |
| Theory | MGB201 The Legal Context of Employment Relations |
| EFB314 International Trade and Economic | MGB210 Production and Service Management |
| Competitiveness | MGB212 Sustainability in a Changing Environment |

### Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

<table>
<thead>
<tr>
<th>International Business Major - Students who commenced in 2007 and 2008</th>
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<td>Year 1 Semester 1</td>
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<td>BSB113 Economics</td>
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<td>BSB115 Management, People and Organisations</td>
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<th>HRM Option Unit List:</th>
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<tbody>
<tr>
<td>MGB201 The Legal Context of Employment Relations</td>
</tr>
<tr>
<td>MGB210 Production and Service Management</td>
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<tr>
<td>MGB212 Sustainability in a Changing Environment</td>
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<tr>
<td>MGB309 Strategic Management</td>
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<td>MGB314 Organisational Consulting and Change</td>
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<td>MGB315 Personal and Professional Development</td>
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<td>MGB335 Project Management</td>
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<td>BSB119</td>
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<td>IBB300</td>
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<td>IBB303</td>
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**Important Note**

Note: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative unit.

Note: Please refer to “Course Updates - List of re-coded and replacement Business units” to check for course structure changes.

**Management Major - Students who commenced in 2007 and 2008**

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>Semester 1</td>
<td>BSB113</td>
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</tbody>
</table>
### 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
- 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

### Important Note for Business Students
- Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

### Public Relations Major - Students who commenced in 2007 and 2008

#### 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 is 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 AMB320 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 Importand 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 Management

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 Business Technologies 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 EFB201 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 SYNOPSIS

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 BSB116 or BSB117 or CTB126
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  Incompatible with: MIB204 or CTB200

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.
Prerequisite(s): BSB126 or BSB116 or BSB117 or CTB126
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  Incompatible with: MIB305, MGB220 or COB334 or CTB201

AMB2021 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that
communicate with stakeholders and customers. Integrated marketing communication requires a ‘total’ approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

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

**Antirequisites:** COB207, MIB309  **Credit points:** 12

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

**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:** 2007 SEM-1 and 2007 SEM-2  **Incompatible with:** COB207, MIB309

**AMB210 IMPORTING AND EXPORTING**

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

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

**Prerequisites:** BSB119 or CTB119  **Equivalents:** IBB210

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

**AMB220 ADVERTISING THEORY AND PRACTICE**

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

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of approved prior study for non-Bachelor of Business students only  **Credit points:** 12

**Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2007 SEM-1 and 2007 SEM-2  **Incompatible with:** COB308

**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:** 2010 SEM-1 and 2010 SEM-2  **Incompatible with:** COB304

**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:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** COB317

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

**AMB241 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.  
**Prerequisite(s):** BSB116 or BSB126 or CTB126; and AMB240 or CTB240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** MIB224

**AMB260 PUBLIC RELATIONS THEORY AND PRACTICE**  
This unit introduces the student to the theory and research that serves as the foundation of the practice of public relations. The unit surveys the history of the discipline, the theories on which the discipline is based, and current models of practice. The unit focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics.  
**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of previous study for non-Business students only  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** COB325

**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:** 2007 SEM-1 and 2007 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 all aspects of 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:** 2007 SEM-1 and 2007 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.  

**Prerequisites:** BS126, CTB126, BS116, or BS117  
**Equivalents:** AMB260  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

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

**AMB330 ADVERTISING PLANNING PORTFOLIO**  
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This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

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

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: 2007 SEM-1

AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210  
Credit points: 12
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB339 ADVERTISING CAMPAIGNS
Prerequisites: AMB320 and AMB330  
Credit points: 12
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

Prerequisite(s): AMB240 or CTB240 or MIB217  
Contact hours: 3 per week
Campus: Gardens Point  
Teaching period: 2007 SEM-1 and 2007 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, and AMB201 or CTB201  
Credit points: 12  
Contact hours: 3 per week
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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: 2007 SEM-1 and 2007 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  
**Teaching period:** 2007 SEM-2  
**Incompatible with:** MIB320, MIB216

**AMB359 STRATEGIC MARKETING**

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

**Prerequisites:** AMB340, and AMB335 or AMB241  
**Equivalents:** AMB341  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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:** 2007 SEM-1 and 2007 SEM-2

**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:** 2007 SEM-1 and 2007 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:** IBB300  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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:** 2007 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:** 2007 SEM-2

**AMB372 PUBLIC RELATIONS PLANNING**

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

**Prerequisites:** 

- ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)
- Credit points: 12
- Campus: Gardens Point
- Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB373 CORPORATE COMMUNICATION**

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

**Prerequisites:** 

- (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)
- Equivalents: AMB360
- Credit points: 12
- Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

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

**Prerequisites:** 

- AMB372, AMB261, or AMB262
- Equivalents: AMB370
- Credit points: 12
- Campus: Gardens Point
- Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB375 PUBLIC RELATIONS MANAGEMENT**

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

**Prerequisites:** 

- AMB372 and AMB373, or AMB360
- Credit points: 12
- Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

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

**Prerequisites:** 

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

**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

**AYB200 FINANCIAL ACCOUNTING**

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

**Prerequisites:** 

- BSB110 or CTB110
- Equivalents: AYB121
- Credit points: 12
- Campus: Gardens Point
- Teaching period: 2010 SEM-1

**AYB219 TAXATION LAW**

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

**Prerequisites:** 

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

Published on: 16 May 2011
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: 2007 SEM-1 and 2007 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, BSB122 or equivalent Contact hours: 3 per week Campus: Gardens Point Teaching period: 2007 SEM-1 and 2007 SEM-2 Incompatible with: CTB221

AYB221 COMPUTERISED ACCOUNTING SYSTEMS
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.
Prerequisites: BSB110 or CTB110 Antirequisites: AYN443 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

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 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2007 SEM-1 and 2007 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.
Prerequisite(s): BSB110 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2007 SEM-1 and 2007 SEM-2

AYB227 INTERNATIONAL ACCOUNTING
International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international
harmonization of accounting standards on multinational corporations and the investment communities worldwide. **Prerequisites:** BSB110 or CTB110, and BSB119 or CTB119  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

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

**AYB301 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:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER

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

**AYB311 FINANCIAL ACCOUNTING ISSUES**
This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used  **Prerequisites:** AYB220  **Credit points:** 12  **Contact hours:** 3.5 per week  **Campus:** Gardens Point  **Teaching period:** 2007 SEM-1 and 2007 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  **Prerequisites:** AYB340 or AYB220  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisite(s):** AYB225  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 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:** 2007 SEM-1 and 2007 SEM-2

### AYB340 COMPANY ACCOUNTING

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

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

### BSB110 ACCOUNTING

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

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
**Incompatible with:** BSD110, CTB110

### BSB111 BUSINESS LAW AND ETHICS

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

**Prerequisites:** AYB120  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB111 BUSINESS LAW AND ETHICS

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

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
**Incompatible with:** AYB120, CTB111

### BSB113 ECONOMICS

This unit 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.

**Prerequisite(s):** AYB225  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2
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.

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
**Incompatible with:** CTB113, BSD113

**BSB113 ECONOMICS**
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

**Antirequisites:** BSB113  
**Equivalents:** CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**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:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
**Incompatible with:** HUB694, HUB682, SS602, BSB104, CTB114

**BSB115 MANAGEMENT**
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.

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

**BSB115 MANAGEMENT, 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:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
**Incompatible with:** BSB115, CTB115

**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:** 2007 SEM-1, 2007 SEM-2 and 2007 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  
**Equivalents:** CTB119
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 Caboolture  Teaching period: 2007 SEM-1, 2007 SEM-2 and 2007 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.


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

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

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

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

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: 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER Incompatible with: BSB116, CTB126

EFB101 DATA ANALYSIS FOR BUSINESS
The unit introduces the common statistical methods and tools for inference and decision making in business. It builds upon the concepts developed in the unit BSB122 Quantitative Analysis and Finance and covers important methods of data analysis with an emphasis on interpreting and understanding reported business and economic data. Topics include the concept of sampling error and sampling distributions, estimation and hypothesis testing, regression analysis, time series and an introduction to non-parametric statistical methods.

Prerequisite(s): BSB122 or CTB122  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER Incompatible with: MAB101, MAB237, MAB347

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:** 2007 SEM-1, 2007 SEM-2 and 2007 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 multicollinearity, 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:** 2007 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):** BSB122 or CTB122 completed from Sem 2, 2004; or EFB210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 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):** BSB113 or CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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:** 2007 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)  
**Antirequisites:** EFB206  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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.

**Prerequisites:** BSB110 and BSB113, or BSB122 or CTB122 completed from sem 2 2004  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** EFB206, CTB290

### 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): EFB102  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2007 SEM-1  

**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**  
Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233  Antirequisites: EFB101  Credit points: 12  Teaching period: 2010 SEM-1 and 2010 SEM-2  

**EFB223 ECONOMICS 2**  
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.  
Prerequisites: BSB113 or CTB113  Equivalents: EFB102  Credit points: 12  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**EFB240 FINANCE FOR INTERNATIONAL BUSINESS**  
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.  
Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  Antirequisites: EFB312, MIB202  Equivalents: IBB202  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**EFB307 FINANCE 2**  
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.  
Prerequisites: EFB210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2  

**EFB307 FINANCE 2**  
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.  
Prerequisite(s): EFB210  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2007 SEM-1 and 2007 SEM-2  

**EFB312 INTERNATIONAL FINANCE**  
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.  
Prerequisite(s): EFB206 or EFB210  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2007 SEM-1 and 2007 SEM-2  Incompatible with: EFB212, IBB202  

**EFB312 INTERNATIONAL FINANCE**  
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.  
Prerequisites: EFB210  Antirequisites: EFB212, IBB202, EFB240  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2  

**EFB314 INTERNATIONAL TRADE AND ECONOMIC COMPETITIVENESS**  
The 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
Econometrics examines the patterns of trade and capital flow. It is appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modeling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.

**Prerequisites:** EFB222 or EFB101

**Antirequisites:**

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

**EFB334 ENVIRONMENTAL ECONOMICS AND POLICY**

**Prerequisites:** EFB223 or EFB102  Credit points: 12  Teaching period: 2010 SEM-1

**EFB335 INVESTMENTS**

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

**EFB336 INTERNATIONAL ECONOMICS**

**Prerequisites:** EFB330 or EFB202, and EFB331 or EFB211  Antirequisites: EFB314  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

**EFB337 GAME THEORY AND APPLICATIONS**

**Prerequisites:** EFB331 or EFB211  Credit points: 12  Teaching period: 2010 SEM-2

**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

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

**Prerequisite(s):** 192 credit points of study, including EFB202 and EFB211  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2007 SEM-2  Incompatible with: EFB323

**EFB330 INTERMEDIATE MACROECONOMICS**

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

**EFB331 INTERMEDIATE MICROECONOMICS**

**Prerequisites:** EFB223 or EFB102  Equivalents: EFB211  Credit points: 12  Teaching period: 2010 SEM-1

**EFB332 APPLIED BEHAVIOURAL ECONOMICS**

**Prerequisites:** EFB223 or EFB102  Credit points: 12  Teaching period: 2010 SEM-1

**EFB333 INTRODUCTORY ECONOMETRICS**

Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques
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: 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
Incompatible with: MIB202, EFB312

IBB205 CROSS-CULTURAL 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): BSB119; BSB116 for students who commenced prior to 2002  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2007 SEM-1 and 2007 SEM-2  
Incompatible with: MIB205

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; agriculture; trade and colonisation; transport and communications; financial institutions and capital accumulation; intellectual and religious movements; economic theories; the role of government; war and revolution; industrialisation; big business; the Great Depression; social change. Various countries will be used as case studies to illustrate the topics.  
Prerequisite(s): BSB119 or BSB116  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2007 SEM-1  
Incompatible with: MIB208

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: 2007 SEM-1 and 2007 SEM-2  
Incompatible with: MIB210

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 & BSB126; or BSB116  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
Incompatible with: MIB213, CTB253

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 BSB116  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point
Teaching period: 2007 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:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** BSB300, 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:** 2007 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:** 2007 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:** 2007 SEM-2  
**Incompatible with:** MIB317

**KCB102 MEDIA MYTH BUSTING 1**
Innovations in media and communication technologies have been deeply implicated in the evolution of human society from ancient times to the present. This unit explores the enabling capacities of media and communications, as well as other aspects of media power from a variety of perspectives. This unit also explores key controversies and debates surrounding the relationships between media and society.

**Equivalents:** KCB140  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KCB103 STRATEGIC SPEECH COMMUNICATION**
This unit is based in rhetorical and group communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.

**Equivalents:** KCB213  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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:** 2010 SEM-1 and 2010 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:** 2010 SEM-1 and 2010 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:** 2010 SEM-1 and 2010 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:** 2010 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:** 2010 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:** 2010 SEM-1 and 2010 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 bulletins for broadcasting through community sector outlets. This process is facilitated through the learning and usage of broadcast style and through the evaluation of television and radio products. Strong emphasis is placed on current affairs knowledge.

**Prerequisites:** KJB121  
**Antirequisites:** KJP404  
**Credit points:** 24  
**Contact hours:** 5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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:** 2010 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 KJP400  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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:** 2010 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:** 2010 SEM-1 and 2010 SEM-2

**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:** 2010 SEM-2

**KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES**  
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.

**Equivalents:** KKB009, KKB618  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1

**KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS**  
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.

**Assumed knowledge:** KKB101 is assumed knowledge.  
**Equivalents:** KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-2

**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.

**Equivalents:** KKB275  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KPB101 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:** 2010 SEM-1 and 2010 SEM-2

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

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

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**MGB201 THE LEGAL CONTEXT OF 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):** MGB222 or MGB207  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1

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

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

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

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**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):** CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** CTB207

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**MGB210 PRODUCTION AND SERVICE MANAGEMENT**  
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  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** CTB234

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**MGB210 MANAGING OPERATIONS**  
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the
opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

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

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

MGB218 VENTURE SKILLS
Entrepreneurial management is becoming a critical skill for rapidly growing small and medium sized enterprises (SMEs) and for small business units (SBUs) in large corporations. This unit examines and compares the venture growth processes for entrepreneurial managers. This unit focuses on the post start up issues for the entrepreneurial venture. It considers the rapid growth issues in the identification, analysis and learning processes for SMEs.

**Prerequisite(s):** 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-2

MGB220 BUSINESS RESEARCH METHODS
The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.

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

MGB220 MANAGEMENT RESEARCH METHODS
This unit is designed to provide students with a conceptual map for conducting research and introduce them to basic qualitative and quantitative analysis techniques. The lecture and tutorial program proceeds through the general research process, establishing a research question, determining a theoretical framework, collecting the data, conducting data analysis, drawing conclusions, and reporting research outcomes. An emphasis is placed on both quantitative and qualitative research methodologies.

**Prerequisite(s):** BSB115 or CTB115  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
**Incompatible with:** AMB201, COB334, COB203, EFB105

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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1  
**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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

MGB223 CREATING NEW ENTERPRISES
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):** 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1  
**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 Equivalent: IBB205
Credit points: 12
Contact hours: 3
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB309 STRATEGIC MANAGEMENT

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): MGB222 or CTB232
Contact hours: 3 per week
Campus: Gardens Point and Carseldine
Teaching period: 2007 SEM-1 and 2007 SEM-2

Incompatible with: MIB314, CTB309

MGB309 STRATEGIC MANAGEMENT

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Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232
Antirequisites: MIB314
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Cabsotulture
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232
Antirequisites: MGB334, CTB334, MGB212
Credit points: 12
Contact hours: 3
Campus: Gardens Point and Cabsotulture
Teaching period: 2010 SEM-2

MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT

This unit draws on conceptual foundations established in MGB211. 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  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-2

**MGB320 RECRUITMENT AND SELECTION**

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

**Prerequisites:** MGB339 or MGB221  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**

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

**Prerequisites:** MGB223  
**Equivalents:** MGB218  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1

**MGB331 TRAINING AND DEVELOPMENT**

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/audiovisuals; and training administration. This unit has a strong focus on mastery of theoretical foundations as well as on learning by doing.

**Prerequisite(s):** MGB207 or 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-2  
**Incompatible with:** MGB217

**MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS**

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

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**MGB335 PROJECT MANAGEMENT**

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

**Prerequisite(s):** MGB222 or 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1  
**Incompatible with:** CTB335

**MGB335 PROJECT MANAGEMENT**

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

**Prerequisites:** (MGB210 and MGB309) or (MGB210 and AMB303)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB339 PERFORMANCE AND REWARD**

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

**Prerequisites:** MGB201, MGB207, or CTB207
Equivalents: MGB221  Credit points: 12  Contact hours: 3  Teaching period: 2010 SEM-1

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

Prerequisites: MGB225, IBB205, IBB217, or IBB208
Antirequisites: IBB317  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

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

Prerequisites: MGB331 and BSB124  Equivalents: MGB315  Credit points: 12  Contact hours: 3  Teaching period: 2010 SEM-1 and 2010 SEM-2