Bachelor of Business / Bachelor of Mathematics (IX37)

Year offered: 2011
Admissions: Yes
CRICOS code: 059601K
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $3,358 per semester (indicative)
International Fees (indicative): 2011: $11,000 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 419212
Past rank cut-off: 81
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and Maths B (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au; Prof Erhan Kozan (Science and Technology)
Discipline coordinator: Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

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

Financial Support
You should consider applying for an industry-sponsored mathematics bursary or a business scholarship to help you financially throughout your studies. For further information visit Scholarships.

Course Design
Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Mathematics program and 192 credit points from the Bachelor of Business program.

Business component:

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

Important Information for Business Students
QUT Business School rules and procedures are outlined in the Business Undergraduate Guidelines booklet. Other useful information can be found on the Student Services website.

Further Information
For further information about this course, please contact the following:

Business Coordinator
Phone: Student Services +61 7 3138 2117
Email: Student Services bus@qut.edu.au

Science and Technology Coordinator
Prof Erhan Kozan
Phone: +61 7 3138 2782
Full Time Course structure

Year 1 Semester 1
- Business School Core Unit
- Business School Core Unit
- Mathematics Unit
- Mathematics Unit

Year 1 Semester 2
- Business School Core Unit
- Business School Core Unit
- Mathematics Unit
- Mathematics Unit

Year 2 Semester 1
- Business School Core Unit
- Business School Core Unit
- Mathematics Unit
- Mathematics Unit

Year 2 Semester 2
- Business School Core Unit
- Business School Major Unit
- Mathematics Unit
- Mathematics Unit

Year 3 Semester 1
- Business School Major Unit
- Business School Major Unit
- Mathematics Unit
- Mathematics Unit

Year 3 Semester 2
- Business School Major Unit
- Business School Major Unit
- Mathematics Unit
- Mathematics Unit

Year 4 Semester 1
- Business School Major Unit
- Business School Major Unit
- Mathematics Unit
- Mathematics Unit

Year 4 Semester 2
- Business School Major Unit
- Business School Major Unit
- Mathematics Unit
- Mathematics Unit

Accountancy Major

Year 1 Semester 1
- BSB110 Accounting
- BSB115 Management

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

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

Year 2 Semester 2
- AYB200 Financial Accounting
- AYB225 Management Accounting

Year 3 Semester 1
- EFB210 Finance 1
- AYB221 Computerised Accounting Systems

Year 3 Semester 2
- AYB219 Taxation Law
- AYB340 Company Accounting

Year 4 Semester 1
- AYB230 Corporations Law
- AYB321 Strategic Management Accounting

Year 4 Semester 2
- AYB301 Audit and Assurance
- AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1
- BSB126 Marketing
- BSB113 Economics

Year 1 Semester 2
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**Economics Major**

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**Finance Major**

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**Important Note:**

Note: BSB119 and BSB126 are the remaining Business School core units to be completed from the Business program.
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## Course Structure for Students with Four Semesters of Senior Mathematics B and Senior Mathematics C

### Year 1, Semester 1
- MAB101 Statistical Data Analysis 1
- MAB121 Calculus and Differential Equations

### Year 1, Semester 2
- MAB122 Algebra and Analytic Geometry
- MAB210 Statistical Modelling 1

### Year 2, Semester 1
- MAB311 Advanced Calculus
- Mathematics Elective

### Year 2, Semester 2
- MAB220 Computational Mathematics 1
- Mathematics Elective

### Year 3, Semester 1
- MAB312 Linear Algebra
- Mathematics Elective

### Year 3, Semester 2
- Mathematics Elective
- Mathematics Elective

### Year 4, Semester 1
- Mathematics Elective
- Mathematics Elective

### Year 4, Semester 2
- Mathematics Elective
- Mathematics Elective

## Mathematics Units

### Level 2 Units
- MAB311 Advanced Calculus
- MAB312 Linear Algebra
- MAB313 Mathematics of Finance
- MAB314 Statistical Modelling 2
- MAB315 Operations Research 2
- MAB413 Differential Equations
- MAB414 Applied Statistics 2
- MAB420 Computational Mathematics 2
- MAB422 Mathematical Modelling
- MAB461 Discrete Mathematics
- MAB480 Introduction to Scientific Computation

Note: MAB311 Advanced Calculus and MAB312 Linear Algebra are mandatory units.

### Level 3 Units - at least 4 units must be selected
- MABS21 Applied Mathematics 3
- MABS22 Computational Mathematics 3
- MABS24 Statistical Inference

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**Course Structure for Students with Four Semesters of Senior Mathematics B Only**

### Year 1, Semester 1
- MAB101 Statistical Data Analysis 1
- MAB120 Algebra and Calculus

### Year 1, Semester 2
- MAB121 Calculus and Differential Equations
- MAB122 Algebra and Analytic Geometry

### Year 2, Semester 1
- MAB210 Statistical Modelling 1
- MAB311 Advanced Calculus

### Year 2, Semester 2
- MAB220 Computational Mathematics 1
- Mathematics Elective

### Year 3, Semester 1
- MAB312 Linear Algebra
- Mathematics Elective

### Year 3, Semester 2
- Mathematics Elective
- Mathematics Elective

### Year 4, Semester 1
- Mathematics Elective
- Mathematics Elective

### Year 4, Semester 2
- Mathematics Elective
- Mathematics Elective
MAB525 Operations Research 3A
MAB533 Statistical Techniques
MAB536 Time Series Analysis
MAB613 Partial Differential Equations
MAB623 Financial Mathematics
MAB624 Applied Statistics 3
MAB625 Operations Research 3B
MAB640 Industry Project
MAB672 Advanced Mathematical Modelling
Note: MAB525 Introduction to Quality Management and MAB621 Discrete Mathematics do not contribute to the mandatory 48 credit points minimum from Level 3 Mathematics units.

Potential Careers:
Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Computer Game Programmer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Investment Manager, Market Research Manager, Mathematician, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.

UNIT SYNOPSES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.

Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: MIB204
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Equivalents: AMX201, CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 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.

Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: COB207, MIB309
Equivalents: AMX202
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia’s economic development.

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

Prerequisites: BSB119 or CTB119
Equivalents: AMX210, IBB210
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

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

**Antirequisites:** COB308

**Equivalents:** AMX220

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**

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

**Prerequisites:** BSB126 or CTB126

**Equivalents:** AMX240, CTB240

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**

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

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

**Antirequisites:** COB308

**Equivalents:** AMX263

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**

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

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

**Antirequisites:** COB308

**Equivalents:** AMX220

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB303 INTERNATIONAL LOGISTICS**

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

**Prerequisites:** AMB210, IBB210, AMB240, or CTB240

**Equivalents:** AMX303, IBB303

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB318 ADVERTISING COPYWRITING**

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

**Prerequisites:** AMB220 or COB308

**Equivalents:** AMB221, AMX318

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB319 MEDIA PLANNING**

This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media
AMB240 or CTB240, and AMB201 or achieve global competitive advantage.

Gardens Point and Caboolture per week

electronic models and the use of e-marketing strategies to

Campus:

AMX340, CTB340

Contact hours:

components. The unit also explores the role of emerging

Credit points:

12

Equivalents:

MIB311

Antirequisites:

CTB201

logistics; promotional strategies and other marketing

strategies and the marketer's role in developing solutions

E-Business and mobile commerce technologies have
distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201 Antirequisites: MIB311 Equivalents: AMX340, CTB340 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB300 ADVANCED MARKETING

This unit introduces students to the marketing practices and
corporate applications that are essential to understanding

Effectiveness (EEM) that emphasise:

CTB201 Equivalents: AMB241, AMX335 Credit points: 12 Campus: Gardens Point and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB336 INTERNATIONAL MARKETING

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

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

AMB339 ADVERTISING CAMPAIGNS

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

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

AMB340 SERVICES MARKETING

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

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201 Antirequisites: MIB311 Equivalents: AMX340, CTB340 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2
AMB359 STRATEGIC MARKETING
Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.
Prerequisites: AMB340, and AMB335 or AMB241
Equivalents: AMB341, AMX359  Credit points: 12
Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB369 INTERNATIONAL BUSINESS STRATEGY
‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’
Prerequisites: AMB336, AMB303, IBB303, or IBB213
Equivalents: AMX369, IBB300  Credit points: 12
Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.
Prerequisites: ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  Equivalents: AMX372  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.
Prerequisites: (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  Equivalents: AMB360, AMX373
Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.
Prerequisites: AMB372, AMB261, or AMB262
Equivalents: AMB370, AMX374  Credit points: 12
Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB375 PUBLIC RELATIONS MANAGEMENT
This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.
Prerequisites: AMB372 and AMB373, or AMB360
Equivalents: AMX375  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.
Prerequisites: AMB374 or AMB370, and AMB201 or CTB201  Equivalents: AMB361, AMX379  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

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, AYX200  Credit points: 12  Campus: Gardens
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: AYX325, AYX219 Credit points: 12 Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB227 INTERNATIONAL ACCOUNTING
International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide.
Prerequisites: BSB110 or CTB110, and BSB119 or CTB119 Equivalents: AYX227 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

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 Equivalents: AYX221 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.
Prerequisites: BSB110 or CTB110 Equivalents: AYX225 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1

AYB301 AUDIT AND ASSURANCE
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.
Prerequisites: (AYB221 or INB120) and (AYB340 or AYB220) Equivalents: AYX301 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

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

### AYB321 STRATEGIC MANAGEMENT ACCOUNTING

Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; strategic planning and budgetary systems; pricing and product mix decisions; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC), 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:** 2011 SEM-1 and 2011 SEM-2

### AYB340 COMPANY ACCOUNTING

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

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

### BSB110 ACCOUNTING

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

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

### BSB111 BUSINESS LAW AND ETHICS

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

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

### BSB113 ECONOMICS

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

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

### 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 environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.

**Antirequisites:** BSD115  
**Equivalents:** BSX115, CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM
BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a. knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.
Antirequisites: BSB116, BSB112, BSD119
Equivalents: BSB119, CTB119
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2 and 2011 SUM

BSB124 WORKING IN BUSINESS
This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does "Working in Business" give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.
Antirequisites: BSB114, CTB114, HHB113, BSD124
Equivalents: BSB124
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

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, BSD126
Equivalents: BSB126, CTB126
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB201 FINANCIAL MARKETS
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.
Prerequisites: BSB113 or CTB113
Equivalents: EFX201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB210 FINANCE 1
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm’s investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.
Prerequisites: BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)
Equivalents: EFX210
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.
Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233
Antirequisites: EFB101
Equivalents: EFX222
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

**Prerequisites:** BSB113 or CTB113 or UDB104  
**Equivalents:** EFB102, EFX223  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### EFB240 FINANCE FOR INTERNATIONAL BUSINESS

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

**Prerequisites:** (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  
**Antirequisites:** EFB312, MIB202  
**Equivalents:** EFX240, IBB202  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### EFB307 FINANCE 2

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

**Prerequisites:** EFB210  
**Equivalents:** EFX307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SUM

### EFB312 INTERNATIONAL FINANCE

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

**Prerequisites:** EFB210  
**Antirequisites:** EFB212, IBB202, EFB240  
**Equivalents:** EFX312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### EFB330 INTERMEDIATE MACROECONOMICS

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

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB202, EFX330  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### EFB331 INTERMEDIATE MICROECONOMICS

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

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB211, EFX331  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### EFB332 APPLIED BEHAVIOURAL ECONOMICS

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

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFX332  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### EFB333 INTRODUCTORY ECONOMETRICS

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

**Prerequisites:** EFB222 or EFB101  
**Antirequisites:** EFB200  
**Equivalents:** EFX333  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

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

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFX334  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

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

**Prerequisites:** EFB307  
**Antirequisites:** EFB318  
**Equivalents:** EFX335  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

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

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

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

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

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

**EFB340 FINANCE CAPSTONE**
This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the forum to practice their finance skills in an applied setting which acts as a bridge between university studies and real-world employment in the financial services industry.

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

**MAB101 STATISTICAL DATA ANALYSIS 1**
Experiments, observational studies, sampling, and polls; data and variables; framework for describing and manipulating probability; independence; Binomial and Normal distributions; population parameters and sample
MAB122 ALGEBRA AND ANALYTIC GEOMETRY
Building upon the foundations established in MAB120 or Senior Maths C, this unit addresses the significant role of mathematical modelling using vectors, matrices and multivariable calculus for the description and resolution of simple and complex problems relevant in the real world. The formulation and solution of such problems is supported by appropriate advanced mathematical concepts used for function approximation, differentiation and integration. Undertaking this unit will allow you to develop your problem solving skills, especially in the context of advanced mathematical techniques applied to vectors, matrices and multivariable functions used to model real world problems.

Assumed knowledge: Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge.
Equivalent: MAB122.
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point

MAB210 STATISTICAL MODELLING
This unit is intended for all mathematics degree students, all double degree students with mathematics, secondary education students with mathematics as a teaching area, and quantitatively-oriented students in other courses, particularly in Science, Information Technology, Engineering and areas of Business. The unit will provide you with fundamental skills and operational knowledge for all further study in statistics, and highly relevant foundations for other areas of mathematics such as mathematical modelling and operations research. The unit will also help you develop fundamental problem-solving skills in statistics and mathematics.

Prerequisites: MAB121 or MAB122
Antirequisites: MAN210
Assumed knowledge: Grade of Sound Achievement in Senior Mathematics C (or equivalent) or MAB120 is assumed knowledge.
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

MAB220 COMPUTATIONAL MATHEMATICS
Many real world problems are not solvable analytically, meaning that it is necessary to develop computational methods that can be used to solve these problems. Additionally, to be able to apply these methods to large problems, they must be implemented as algorithms in a computer language such as MATLAB. This unit addresses both the theoretical development of computational methods and their implementation in MATLAB. The aim of this unit is to provide you with the introductory concepts, computational techniques and programming skills that will allow you to solve many real world problems. It is also designed to
prepare you for study in the advanced units in computational mathematics.

**Antirequisites:** MAN220  
**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 and corequisite MAB120 or MAB125 or MAB100 or MAB180 if you don't have Senior Mathematics C is assumed knowledge  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MAB311 ADVANCED CALCULUS**
This unit includes the following: polar coordinates; parametric equations; conic sections; quadric surfaces; vector-valued functions; Fourier series; functions of several variables; graphs; partial derivatives; total derivatives; extrema; Lagrange multipliers; Taylor series for multivariable functions; double and triple integrals; Green's theorems; line and surface integrals; divergence theorem; Stoke's theorem; applications.  
**Prerequisites:** (MAB111 or MAB121) and (MAB112 or MAB122)  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MAB312 LINEAR ALGEBRA**
This unit covers the following broad topics from linear algebra: matrix analysis; eigenvalues and eigenvectors; vector spaces; inner product spaces.  
**Prerequisites:** (MAB111 or MAB121) and (MAB112 or MAB122)  
**Antirequisites:** MAN312  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MAB313 MATHEMATICS OF FINANCE**
Finance provides one of the significant areas for the application of mathematics. Understanding the fundamental principles involved will enhance your general preparation for life and provide an essential tool for those of you who intend to pursue further studies or careers in the financial area. The aim of this unit is to provide you with an introduction to the methods used in obtaining relevant solutions to financial and business problems.  
**Prerequisites:** MAB111 or MAB121 (which can be concurrently enrolled)  
**Antirequisites:** MAN313  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MAB314 STATISTICAL MODELLING 2**
This unit includes: models for stochastic processes and statistical methods, which have applications in engineering, information technology, finance, and physical and life sciences. Markov chains; random walks; branching processes; queueing processes; long-term behaviour of processes; use of generating functions; bivariate and conditional distributions; transformations of random variables; beta and gamma distributions; mixture distributions; order statistics, minimum and maximum.  
**Prerequisites:** MAB112 and MAB210  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MAB315 OPERATIONS RESEARCH 2**
This unit introduces the essential features of operations research methods. It develops a number of basic mathematical techniques to solve generic problems and the theoretical foundations of these techniques. Students should develop the ability to apply various operations research methods, algorithms and techniques in the solution of practical problems. Students will also look at the applications of operations research techniques to real-world problems.  
**Prerequisites:** MAB210 and (MAB112 or MAB122)  
**Antirequisites:** MAN315  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MAB413 DIFFERENTIAL EQUATIONS**
Differential Equations are among the most important aspects of the theoretical developments of any branch of science. It is often the case that the formulation of mathematical models of real world problems leads to an equation in which a function and its derivatives play a major role. Such equations are examples of differential equations. This unit builds on studies of differential equations in first year and provides a framework for studying partial differential equations and other aspects of applied mathematics in later semesters.  
**Prerequisites:** MAB311 or MAB312  
**Antirequisites:** MAB413  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MAB414 APPLIED STATISTICS 2**
This unit includes: Simple linear regression (revision), multiple linear regression, making inferences from regressions, choosing a model, checking model assumptions, general linear models - analysis of covariance, ANOVA revisited, designing experiments, issues in designing experiments, analysing experimental results, further experimental designs, assumptions, and how to cope if they aren't met, simulations.  
**Prerequisites:** MAB101  
**Assumed knowledge:** MAB112 is recommended prior study  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MAB420 COMPUTATIONAL MATHEMATICS 2**
This unit provides you with the opportunity to employ a number of the skills that you have developed in the disciplines of computational mathematics and linear algebra, combining them in a coherent manner for resolving...
topical and relevant real world problems. You will become familiar with the methodologies for developing numerical algorithms that can be employed for either the direct solution or the iterative solution of large, sparse linear systems.

**Prerequisites:** MAB220 and MAB312  
**Antirequisites:** MAN420  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MAB422 MATHEMATICAL MODELLING**

In this unit you will develop skills in the formulation and interpretation of mathematical models of 'real-world' problems drawn from the literature, the media and the lecturer's own research areas. You will also develop and extend your skills in the use of mathematical software to investigate solutions of some of these models. By emphasising the need to write clear mathematical arguments and to explain in logical and clear English the conclusions drawn from the mathematical models developed in the unit, you will also develop your written communication skills.

**Prerequisites:** MAB121  
**Antirequisites:** MAN422  
**Assumed knowledge:** MAB220 is recommended for prior/concurrent study for exposure to MATLAB  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MAB461 DISCRETE MATHEMATICS**

Discrete mathematics is playing an ever increasingly important role in society. We live in an electronic age where information security is of paramount importance, and it is discrete mathematics in the main that provides this security. In addition, many real world systems are discrete in nature and therefore lend themselves to a discrete analysis. These methods are therefore vital to the professional mathematician and useful to those with an interest in mathematics. This second level unit will provide you with an introduction to discrete and combinatorial mathematics, and give you a mathematical perspective that is different from the traditional coverage in other mathematics units. It will also provide you with valuable methods to apply in other areas of science and computer science.

**Prerequisites:** MAB112 or MAB122  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MAB480 INTRODUCTION TO SCIENTIFIC COMPUTATION**

This unit teaches students how to implement a mathematical algorithm in a modern scientific computing environment (e.g. Matlab). A case-study approach is used with an emphasis on writing efficient code. Also an overview of other software packages used in mathematics will be given.

**Antirequisites:** ITB849  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MAB521 APPLIED MATHEMATICS 3**

This unit includes: partial differential equations such as the wave, heat and Laplace equations; special functions (gamma, delta, Bessel and error functions, Legendre polynomials); vector analysis and applications (vector algebra, vector calculus, fields, grad, div, curl, line and surface integrals, divergence theorem, Stoke's theorem, applications); functions of a complex variable (analytic functions, contour integrals, Laurent series, residues).

**Prerequisites:** MAB311  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MAB522 COMPUTATIONAL MATHEMATICS 3**

This unit includes: deriving the basic equations that describe fluid motion; the finite volume method for solving PDEs (application to the generalised diffusion equation, cell-centred and vertex-centred schemes, handling of boundary and initial conditions); solution of systems of nonlinear equations (Newton's method, Inexact Newton methods, Globally convergent methods).

**Prerequisites:** MAB311 and MAB420  
**Antirequisites:** MAN522  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MAB524 STATISTICAL INFERENCE**

This unit includes: maximum likelihood estimation, confidence intervals and hypothesis tests, introduction to Bayesian inference, prior and posterior distributions, Bayesian inference for binomial data, Poisson count data and normal data, simulation techniques for sampling from distributions. Use of software Matlab and R.

**Prerequisites:** MAB314  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MAB525 OPERATIONS RESEARCH 3A**

This unit develops problem-solving skills and sharpens analytical skills. This unit introduces the technical issues involved in applying operations research principles, methods and algorithms in the solution of real-world problems.

**Prerequisites:** MAB315  
**Antirequisites:** MAN525  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MAB533 STATISTICAL TECHNIQUES**

This unit builds on your knowledge and skills of statistical techniques and aims to provide you with an understanding and a working knowledge of some more specialised statistical techniques and their applications. Topics covered include quality management concepts and tools for
statistical process control, modelling and analysis of reliability (for inanimate objects) and survival (for living entities), and multivariate techniques such as principal components analysis, discriminant analysis and cluster analysis.

Prerequisites: MAB210 and MAB414  Antirequisites: MAB523  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

MAB536 TIME SERIES ANALYSIS
Data in business, economics, engineering and the natural sciences often occur in the form of time series. Time Series Analysis provides models and methods for the analysis of such series of correlated observations. The ability to forecast optimally, to understand causal relationships between variables, and to analyse dynamic systems is of great practical importance. For example, optimal sales forecasts are needed for business planning, transfer function models are needed for improving the design and control of a process plant, and vector time series models are used to represent the relationships and interactions of macroeconomic variables in an economy. This unit is concerned with the building of time series models and the use of such models for practical applications such as optimal forecasting, simulation, causality analysis, and analysis of dynamic systems.

Prerequisites: MAB314 and MAB414  Antirequisites: MAN536, MAB526  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

MAB613 PARTIAL DIFFERENTIAL EQUATIONS
Partial differential equations are the classical foundation of mathematical models used to unambiguously describe processes exhibiting spatial and temporal variation. There exist numerous modern important examples of such so-called continuum models and so it is essential that any practising mathematician be conversant with both the background, formulation and solution of such equations. This unit aims to develop your understanding of the construction, analysis, solution and interpretation of partial differential equation models of real-world processes.

Prerequisites: MAB311 and MAB414  Antirequisites: MAN613  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

MAB623 FINANCIAL MATHEMATICS
This unit includes the following: quantitative techniques in business, economics and finance; theory and structure of interest rates; general accumulation and discounting functions; force of interest; discounting including Modern Portfolio theory and extension; varying interest; general annuities; varying annuities; continuous varying annuities; mathematical analysis of financial transactions in money and capital markets; life annuities and life assurances; the life table; basic life table functions; life annuities and assurances; policy values; paid up policy values; changes to policies; use of life table; superannuation.

Prerequisites: MAB313 and MAB311  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

MAB624 APPLIED STATISTICS 3
Applied statistics provides methods for investigating relationships between variables that arise in data from a variety of areas including science, technology and commerce. The planning of the collection of the data, using ideas of experimental design, and the analysis of the resulting data, using methods based on statistical inference, are fundamental aspects of the statistical process. In addition, communication of results with clear reporting of the conclusions of the analysis is very important. These activities are an important part of decision making processes whatever the context of the application. This unit aims to build on the introductory experimental design and statistical analysis methods presented to you in Applied Statistics 2 in order to introduce modern statistical methods. Additionally, the use of statistical software to carry out analyses and the reporting of conclusions are emphasised.

Prerequisites: MAB414  Antirequisites: MAN624  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

MAB625 OPERATIONS RESEARCH 3B
Operations research techniques are used in most industries that are concerned with the application of scientific methods in decision making, especially the allocation of resources. There is thus a need for graduate students who can make decisions on the most appropriate technology to solve a particular problem and implement it. This unit will build on the foundation of previous Operations Research units to develop knowledge and skills in using advanced techniques, tools and methods.

Prerequisites: MAB315  Equivalents: MAN625  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

MAB640 INDUSTRY PROJECT
In a holistic and systematic approach to problem solving, it is important that you learn to apply analytical methods and quantitative techniques encountered in a classroom environment to real world issues in industry. The aim of this unit is to allow you to utilise your knowledge of problem solving procedures and develop your communication and interactive skills by completing a specified project in industry under controlled supervision, providing a summary of your findings in a seminar and presenting a formally written detailed report.

Other requisites: Unit coordinator approval is required to
MAB672 ADVANCED MATHEMATICAL MODELLING
Models are developed beginning with the description of 'real world' problems. Emphasis is on the mathematical modelling and not on the development of new mathematical techniques. The unit includes: mathematical modelling; model formulation; dimensional analysis and re-scaling; curves of pursuit; bungy jumping; modelling with systems of ordinary differential equations; phase plane methods for analysing systems of ODEs; bacterial growth in a chemostat; predator-prey models with harvesting; limit cycles; oscillations and excitable media; modelling with partial differential equations; motion of a continuum; continuity; traffic flow; aggregation of slime mould amoebae; momentum; ideal gas dynamics; quasi-linear PDEs.
Prerequisites: MAB422
Assumed knowledge: MAB311. Also recommend: MAB413
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB200 LEADING ORGANISATIONS
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.
Prerequisites: BSB115 or CTB115
Antirequisites: MGB211, CTB211, MGB222, CTB232
Equivalents: MGX200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions
Prerequisites: BSB115 or CTB115
Equivalents: MGX201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB207 HUMAN RESOURCE ISSUES AND STRATEGY
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.
Prerequisites: BSB115 or CTB115
Equivalents: CTB223, MGX223
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.
Prerequisites: BSB115 or CTB115
Equivalents: CTB234, MGX210
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 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
Equivalents: MGX201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1

MGB223 ENTREPRENEURSHIP AND INNOVATION
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.
Prerequisites: BSB115 or CTB115
Equivalents: CTB223, MGX223
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124
**Equivalent:** MGB312

**Antirequisites:** MGB314
**Credit points:** 12 Contact hours: 3
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**MGB309 STRATEGIC MANAGEMENT**

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232
**Antirequisites:** MGB334, MGB336

**Credit points:** 12 Contact hours: 3
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232
**Antirequisites:** MGB334, MGB336

**Credit points:** 12 Contact hours: 3
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2011 SEM-2

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**MGB320 RECRUITMENT AND SELECTION**

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

**Prerequisites:** MGB339 or MGB221

**Equivalents:** MGB320

**Credit points:** 12 Contact hours: 3 per week
**Campus:** Gardens Point
**Teaching period:** 2011 SEM-2

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**MGB324 MANAGING BUSINESS GROWTH**

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

**Prerequisites:** MGB223

**Equivalents:** MGB218, MGX324

**Credit points:** 12 Contact hours: 3 per week
**Campus:** Gardens Point and Caboolture
**Teaching period:** 2011 SEM-2

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**MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS**

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

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200

**Equivalents:** MGX331

**Credit points:** 12 Contact hours: 3 per week
**Campus:** Gardens Point
**Teaching period:** 2011 SEM-2

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**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 to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

**Prerequisites:** (MGB210 and MGB309) or (MGB210 and AMB303)

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

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

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

Prerequisites: MGB225, IBB205, IBB217, or IBB208
Antirequisites: IBB317
Equivalents: MGX340
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-2

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

Prerequisites: MGB331 and BSB124
Equivalents: MGB315, MGX370
Credit points: 12
Contact hours: 3
Teaching period: 2011 SEM-1 and 2011 SEM-2