Bachelor of Business / Bachelor of Mathematics (IX37)

Year offered: 2010
Admissions: Yes
CRICOS code: 059601K
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,400 (indicative) per semester
International Fees (indicative): 2010: $10,500 (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.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Dr Erica French (Business); Prof Erhan Kozan (Science and Technology); Dr Helen Johnson (Assistant Course Coordinator - Mathematics)
Discipline coordinator: 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

Career Opportunities
Graduates are equipped to undertake sophisticated economic and financial modelling which is important in business and government decision making. Quantitative analysts are employed by the financial sector in order to optimise returns both in the short and long-term. Graduates may also become actuarial trainees in the insurance and superannuation area although further study is required in order to qualify as an actuary.


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:
2009 and 2010 commencing students
• 7 Faculty Core units (96 credit points)*
• 8 Major Core units (96 credit points)
• MGB223 Entrepreneurship and Innovation*

2007-2008 commencing students
• 7 Faculty Core units (84 credit points)*
• 9 Major Core units (108 credit points)

*Please note that BSB122 Quantitative Analysis & Finance (Replaced by BSB123 Data Analysis) is not required as the content of MAB313 Mathematics of Finance covers similar topics. An additional unit from the chosen major replaces BSB122/BSB123 for 2007 and 2008 commencing students. MGB223 Entrepreneurship and Innovation replaces BSB122/BSB123 for 2009 and 2010 commencing students.

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).

Mathematics Bursaries
Students enrolled in this course can apply for industry-sponsored bursaries. These bursaries are awarded to Australian citizens or permanent residents on a competitive basis. Applications should be submitted by 1 December of the year preceding entry to the course. For further information see www.maths.qut.edu.au

Deferment
QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience.

Non-year 12 students may also request to defer their QTAC offer on the basis of demonstrated special circumstances.
Further Information
For further information about this course, please contact the following:

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

Science and Technology Coordinator
Prof Erhan Kozan and Dr Helen Johnson
Phone: +61 7 3138 2782
Email: enquiry.scitech@qut.edu.au

Full Time Course structure

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

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

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

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

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

Year 3 Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
Mathematics Unit
Mathematics Unit

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

Year 4 Semester 2
- Business Faculty Major Unit
- Business Faculty 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

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### Advertising Major

#### Year 1 Semester 1

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### Economics Major

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#### Choice units

Choose any three of the following:

- EFB332  Applied Behavioural Economics
- EFB333  Introductory Econometrics
- EFB334  Environmental Economics and Policy
- EFB336  International Economics
- EFB337  Game Theory and Applications

### Important Note:

Note: BSB119 and BSB126 are the remaining Faculty Core units to be completed from the Business program.

### Finance Major

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**Human Resource Management Major**

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**International Business Major**

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**Management Major**

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**Marketing Major**

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**Public Relations Major**

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
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<tbody>
<tr>
<td>BSB119 Global Business</td>
<td>BSB126 Marketing</td>
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<th>Year 1 Semester 2</th>
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<td>BSB110 Accounting</td>
<td>BSB115 Management</td>
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<td>BSB124 Working in Business</td>
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<tr>
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<tbody>
<tr>
<td>AMB374 Global Public Relations Cases</td>
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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
- MAB481  Visualisation and Data Analysis

Note: MAB311 Advanced Calculus and MAB312 Linear Algebra are mandatory units.
Level 3 Units - at least 4 units must be selected

MAB521  Applied Mathematics 3
MAB522  Computational Mathematics 3
MAB524  Statistical Inference
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
MAB681  Advanced Visualisation and Data Analysis

Note: MAB523 Introduction to Quality Management and MAB621 Discrete Mathematics do not contribute to the mandatory 48 credit points minimum from Level 3 Mathematics units.

Accountancy Major for Students with Maths B and C - For student who commenced in 2007 and 2008

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

Year 1 Semester 2
BSB126  Marketing
or
BSB114  Government, Business and Society
BSB119  International and Electronic Business

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
AYB339  Accountancy Capstone
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.

Banking and Finance Major for Students with Maths B and C - For students who commenced in 2007 & 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
EFB102  Economics 2
BSB119  International and Electronic Business

Year 3 Semester 1
EFB210  Finance 1
EFB201  Financial Markets

Year 3 Semester 2
EFB307  Finance 2
EFB312  International Finance

Year 4 Semester 1
EFB200  Applied Regression Analysis
EFB318  Portfolio and Security Analysis
Year 4 Semester 2

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
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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.

International Business Major for Students with Maths B and C - For Student who commenced in 2007 & 2008

Year 1 Semester 1

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Year 1 Semester 2

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Year 2 Semester 1

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Year 2 Semester 2

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Year 3 Semester 1

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<td>Business Cycles and Economic Growth</td>
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Year 4 Semester 1

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Year 4 Semester 2

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<tr>
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Important Note for Business Students

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

Note: Please refer to “Course Updates - List of re-coded and replacement Business units” to check for course structure changes.
### Marketing Major for Students with Maths B and C - For Students who commenced in 2007 & 2008

<table>
<thead>
<tr>
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<td>BSB114</td>
<td>Government, Business and Society</td>
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<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
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<td>AMB240</td>
<td>Marketing Planning and Management</td>
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<td>E-Marketing Strategies</td>
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<td>AMB352</td>
<td>Marketing Decision Making</td>
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<tr>
<td>IBB213</td>
<td>International Marketing</td>
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### 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.

### Accountancy Major for Students with Maths B - For Students who commenced in 2007 & 2008

<table>
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<td>BSB113</td>
<td>Economics</td>
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<td>BSB114</td>
<td>Government, Business and Society</td>
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<td>AYB325</td>
<td>Taxation Law</td>
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<td>AYB311</td>
<td>Financial Accounting Issues</td>
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<td>AYB321</td>
<td>Strategic Management Accounting</td>
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<tr>
<td>EFB210</td>
<td>Finance 1</td>
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### 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 & Finance Major for Students with Maths B - For Students who commenced in 2007 & 2008

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
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<tbody>
<tr>
<td>BSB114</td>
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### Year 2 Semester 1
- BSB110  Accounting
- BSB111  Business Law and Ethics

### Year 2 Semester 2
- EFB102  Economics 2
- BSB119  International and Electronic Business
- BSB126  Marketing

### Year 3 Semester 1
- EFB210  Finance 1
- EFB201  Financial Markets

### Year 3 Semester 2
- EFB307  Finance 2
- EFB312  International Finance

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

### Year 4 Semester 2
- Any Finance Unit
- Any Finance 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.

### Economics Major for Students with Maths B - For Students who commenced in 2007 & 2008

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

#### Year 1 Semester 2
- BSB114  Government, Business and Society

#### Year 2 Semester 1
- BSB110  Accounting
- EFB102  Economics 2

#### Year 2 Semester 2
- BSB119  International and Electronic Business
- EFB210  Finance 1

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

### Year 3 Semester 2
- Any Economics Unit
- EFB328  Public Economics and Finance

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

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

### 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.

### International Business Major for Students with Maths B - For Students who commenced in 2007 & 2008

#### Year 1 Semester 1
- BSB119  International and Electronic Business
- BSB126  Marketing

#### Year 1 Semester 2
- BSB110  Accounting

#### Year 2 Semester 1
- BSB114  Government, Business and Society
- IBB202  Fundamentals of International Finance

#### Year 2 Semester 2
- BSB111  Business Law and Ethics
- BSB113  Economics
- BSB115  Management, People and Organisations

#### Year 3 Semester 1
- IBB205  Cross-Cultural Communication and Negotiation
- IBB217  Asian Business Development
  or
- IBB208  European Business Development
Year 3 Semester 2

IBB210 Export Management
IBB317 Contemporary Business in Asia
IBB308 Contemporary Business in Europe

Year 4 Semester 1

IBB300 International Business Strategy
IBB304 Global Industry Analysis

Year 4 Semester 2

IBB213 International Marketing
IBB303 International Logistics

Important Note for Business Students
For IBB217 and IBB208 units please contact the School of AMPR regarding alternative units.
Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major for Students with Maths B - For Students who commenced in 2007 & 2008

Year 1 Semester 1

BSB119 International and Electronic Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

Year 2 Semester 1

BSB114 Government, Business and Society
AMB200 Consumer Behaviour

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics
BSB115 Management, People and Organisations

Year 3 Semester 1

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research

Year 4 Semester 1

AMB335 E-marketing Strategies

AMB340 Services Marketing
AMB352 Marketing Decision Making

Year 4 Semester 2

AMB341 Strategic Marketing
AMB303 International Logistics

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.

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

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

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

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

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

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

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

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

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

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

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

Public Relations Core units
AMB260 is replaced by AMB263 Introduction to Public Relations
AMB360 is replaced by AMB373 Corporate

Communication
AMB361 is replaced by AMB379 Public Relations Campaigns

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

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

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

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

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

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

Funds Management Extended Major (FDX)
EFB318 is replaced by EFB335 Investments
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<th>New Name</th>
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<td>EFB333 Introductory Econometrics</td>
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<td>MGB315</td>
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<td>MGB225 Intercultural Communication and Negotiation Skills</td>
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<td>AMB260</td>
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Communication and Negotiation Skills

International Exchange Specilisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

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 SYNOPSISES

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

Prerequisite(s): BSB126 or BSB116 or BSB117 or CTB126
Contact hours: 3 per week
Teaching period: 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER
Incompatible with: MIB204 or CTB200

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

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB204, MGB220, COB334
Credit points: 12
Contact hours: 3 per week
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Credit points: 12
Contact hours: 3 per week
Teaching period: 2007 ME-1, 2007 SEM-2 and 2007 SUMMER
Incompatible with: MIB305, MGB220 or COB334 or CTB201

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

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

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

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

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

### AMB210 IMPORTING AND EXPORTING

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

This unit provides key information related to importing and exporting, uses industry perspectives on issues of current importance, and offers 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 sides of advertising and its important role in society and the economy.

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

### AMB240 MARKETING PLANNING AND MANAGEMENT

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

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

### 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** MIB217 or CTB240

### 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:** AMB261, CTB126, AMB240, or IBB210

**Credit points:** 12

**Campus:** Gardens Point

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

**AMB264 PUBLIC RELATIONS TECHNIQUES**

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

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

**Antirequisites:** AMB261, AMB262

**Credit points:** 12

**Campus:** Gardens Point

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

**AMB303 INTERNATIONAL LOGISTICS**

This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of 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

**Credit points:** 12

**Campus:** Gardens Point

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

**AMB318 ADVERTISING COPYWRITING**

**Prerequisites:** AMB220 or COB308

**Credit points:** 12

**Campus:** Gardens Point

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

**AMB319 MEDIA PLANNING**

**Prerequisites:** AMB220

**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**

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

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

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

**AMB335 E-MARKETING STRATEGIES**

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201

**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  
Equivalents: AMB321  
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, and AMB201 or CTB201  
Antirequisite(s): MIB311  
Equivalents: CTB340  
Credit points: 12  
Contact hours: 3 per week  
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  
Incompatible with: MIB311, CTB340

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  
Incompatible with: MIB315, CTB341

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

AMB369 INTERNATIONAL BUSINESS STRATEGY
‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’

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

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

**Prerequisites:**
- ((AMB263 or AMB260) and AMB264) or (AMB261 and AMB262)  
- Audits: AMB360  
- 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)  
- Audits: AMB360  
- Credit points: 12  
- Campus: Gardens Point  
- Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

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

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

**AMB375 PUBLIC RELATIONS MANAGEMENT**

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

**Prerequisites:**
- AMB372 and AMB373, or AMB360  
- Audits: AMB370  
- Credit points: 12  
- Campus: Gardens Point  
- Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

As the capstone unit, Public Relations Campaigins 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  
- Audits: 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  
- Audits: AYB121  
- 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  
- Audits: AYB121  
- Credit points: 12  
- Campus: Gardens Point  
- Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AYB219 TAXATION LAW**

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

**Prerequisites:**
- BSB111 or CTB111  
- Antirequisites: LWB364  
- Audits: AYB325  
- Credit points: 12  
- Campus: Gardens Point  
- Teaching period: 2010 SEM-1 and 2010 SEM-2
AYB220 COMPANY ACCOUNTING
This unit includes: the preparation of consolidated financial statements; an overview of the statutory requirements that dictate the format and content of published financial reports of companies; the requirements of the Corporations Act 2001 and the major disclosure orientated accounting standards; accounting for income tax; accounting for the acquisition of assets (including entities); accounting for investments in associates; accounting for foreign currency transactions arising from international trading and financing; and the translation of the results of foreign operations.
Prerequisite(s): AYB121 Credit points: 12 Contact hours: 3.5 per week Campus: Gardens Point Teaching period: 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

AYB222 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

AYB223 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 or CTB110 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.
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:** AYB340 or AYB220  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### AYB321 STRATEGIC MANAGEMENT ACCOUNTING

Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC), the balanced scorecard (BSC), and economic value added (EVA); and appreciating the research on the benefits and problems with ABC, BSC and EVA.  
**Prerequisite(s):** AYB225  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 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

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

AYB339 ACCOUNTANCY CAPSTONE
Accountancy Capstone co-ordinates several parts of the accountancy degree that have already been studied by students. At the same time some new concepts are introduced for each topic. The unit attempts to simulate the real world where the professional advisor/consultant is confronted with unstructured multi-disciplined problems on a day-to-day basis.

Based on the Problem-Based Learning (PBL) methodology, students will learn the process of how to deal with the problems typically faced by the professional advisor/consultant. These problems require students to work together in teams, research issues, gather information and form conclusions.
Prerequisite(s): AYB220 and one of either AYB311 or AYB321 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 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

BSB110 ACCOUNTING
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making.
Antirequisites: BSA100, CNB293, UDB342 Equivalents: CTB110 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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: BSA110, 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
BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

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

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.

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

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.

Antirequisites: BSD115  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

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

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

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**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 Canseldine  
**Teaching period:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
**Incompatible with:** BSB116, BSB112, CTB119

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**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

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**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

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**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, BSB112  
**Equivalents:** CTB119  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Canseldine  
**Teaching period:** 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER  
**Incompatible with:** BSB116, CTB126

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**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

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**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

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**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:** BSB113 or EFB101  
**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.

**Prerequisite(s):** 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, IBB202

**Equivalents:** IBB202

**Credit points:** 12

**Campus:** Gardens Point

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

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**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

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**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

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**EFB314 INTERNATIONAL TRADE AND ECONOMIC COMPETITIVENESS**

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

**Prerequisite(s):** EFB206 or EFB210

**Contact hours:** 3 per week

**Campus:** Gardens Point

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

**Incompatible with:** EFB212, IBB202

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**EFB318 PORTFOLIO AND SECURITY ANALYSIS**

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

**Prerequisite(s):** EFB307

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2007 SEM-1
such as demand for health, health sector targets and instruments of public policy, health care financing and outputs in Australia and problems of information in the health sector.

Prerequisite(s): EFB211  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2007 SEM-2

EFB329 CONTEMPORARY APPLICATIONS OF ECONOMICS THEORY
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.

Prerequisite(s): 192 credit points of study, including EFB202 and EFB211  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 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 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.

Prerequisite(s): 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): EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  Equivalents: EFB329  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

EFB340 FINANCE CAPSTONE
Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period.  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

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:** MIB213, MIB205

**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 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

**IBB304 GLOBAL INDUSTRY ANALYSIS**
The aim of this unit is to analyse the nature and structure of industry in national and international contexts to provide a suitable framework that can be used by students in the study of specific industries. Topics examined include: inter-industry dependencies; international location advantages; regional and interregional linkages; demand analysis; international transactions in information, goods, services and other products; analysing strategies to control markets through price and product positioning, applying these principles to specific Australian industries conducting international business. **Prerequisite(s):** BSB113 or CTB113 and (IBB213 or IBB210 or IBB 211); or 96 cp of approved study **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2007 SEM-1 **Incompatible with:** MIB212

**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

**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 statistics; concepts of estimation and inference; standard error; confidence intervals for means and proportions; tests of hypotheses on means and proportions (one sample and two independent samples); inference using tables of counts; modelling relationships using regression analysis; model diagnosis; use of statistical software. **Antirequisites:** BSB123, EFB101, MAB141, MAN101 **Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge. **Credit points:** 12 **Contact hours:** 4 per week **Campus:** Gardens Point **Teaching period:** 2010 SUM-2, 2010 SEM-1 and 2010 SEM-2

**MAB120 ALGEBRA AND CALCULUS**
This unit introduces and reviews the elementary concepts of function, calculus, matrices and vectors with special reference to applications in science, technology and business where appropriate. Topics covered include the algebra of complex numbers, elementary functions (polynomial, trigonometric, exponential and logarithmic) and
their properties, differentiation and integration methods and principles, geometric and algebraic applications of vectors and the solution of linear systems using matrices. **Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge. **Equivalents:** MAB100, MAB125, MAB180. **Credit points:** 12. **Contact hours:** 4 per week. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB121 CALCULUS AND DIFFERENTIAL EQUATIONS**

This unit extends the areas of function and calculus introduced in MAB120 by introducing series representations for functions and more advanced methods of differentiation and integration for functions of one variable. A strong connection to real world problems is made by introducing the use of differential equations in modelling, and exploring appropriate methods of solution. Practical calculations of volumes and surface areas of solids of revolution extend your interpretations of the definite integral. Taylor and Fourier series are introduced as a means of approximating functions by sums of polynomials and periodic functions. Some more advanced methods for indefinite integrals, such as partial fraction decomposition, are also introduced. **Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics C (or equivalent) or MAB125 or MAB180 or MAB120 is assumed knowledge. **Equivalents:** MAB111, MAB126. **Credit points:** 12. **Contact hours:** 4 per week. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB122 ALGEBRA AND ANALYTIC GEOMETRY**

This unit extends your knowledge in the areas of functions, calculus, matrices and vectors introduced in MAB120 by introducing functions of more than one variable, partial derivatives and multiple integrals, vector valued functions, and matrix methods for the solution of large systems of linear equations. **Equivalents:** MAB112, MAB127, MAB132. **Credit points:** 12. **Contact hours:** 4 per week. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**MAB210 STATISTICAL MODELLING 1**

This unit includes: probability; independence; system reliability; using conditional probability in modelling; Bayes; introductory Markov chains; random variables and distributions; special distributional models; Bernoulli process; Poisson process; exponential; introductory queuing processes; expected values and moments; goodness-of-fit tests; measures of dependence; introductory bivariate and correlation properties; conditioning arguments. **Assumed knowledge:** Grade of Sound Achievement in Senior Mathematics C (or equivalent) or MAB120 is assumed knowledge. Students are advised to enrol in either MAB211 or MAB212 in the same semester if not previously completed. **Credit points:** 12. **Contact hours:** 4 per week. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MAB220 COMPUTATIONAL MATHEMATICS 1**

This unit includes: sources of error; computer arithmetic; solution of nonlinear equations in one variable; solution of systems of linear equations; interpolation; finite differences; numerical differentiation and integration; solution of first order linear differential equations; MATLAB programming. Students without an exit level of Sound Achievement in four semesters of Senior Mathematics C need to be concurrently enrolled in MAB100 if not completed earlier. **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:** 2010 SEM-1 and 2010 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:** 2010 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). **Credit points:** 12. **Contact hours:** 4 per week. **Campus:** Gardens Point. **Teaching period:** 2010 SEM-1

**MAB313 MATHEMATICS OF FINANCE**

This unit includes: interest rates; solution of problems in compound interest; applications of annuities; valuation of securities; quantitative techniques in business and finance. Students need to concurrently enrol in MAB111 unless already completed. **Prerequisites:** MAB111 or MAB121. **Antirequisites:** MAN313. **Credit points:** 12. **Contact hours:** 4 per week. **Campus:** Gardens Point. **Teaching period:** 2010 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: 2010 SEM-1

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)
Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

MAB413 DIFFERENTIAL EQUATIONS
This unit includes: linear and nonlinear differential equations; series methods; Laplace transform; transforms of derivatives and integrals; systems of differential equations; basic theory on linear systems; solution of linear systems with constant coefficients; matrix methods; phase plane analysis.
Prerequisites: MAB311 or MAB312  Antirequisites: MAN413  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 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 and MAB111  Assumed knowledge: MAB112 is recommended prior study  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

MAB420 COMPUTATIONAL MATHEMATICS 2
This unit includes: direct methods for systems of linear equations; solution methods for special matrix systems (banded matrix systems, block-banded matrix systems, data structures and algorithms for storing and manipulating sparse matrices, reordering schemes); vector and matrix norms (basic theory and definitions, error bounds for direct methods, condition numbers); iterative methods for systems of linear equations (Jacobi, Gauss-Siedel, Successive Over-Relaxation, conjugate gradient); iterative methods for the eigenvalue problem.
Prerequisites: MAB220 and MAB312  Credit points: 12
Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

MAB441 DISCRETE MATHEMATICS
This unit has three basic components. They are combinatorics, abstract algebra and number theory. Combinatorics, which is about 60% of the unit, will largely consist of enumeration techniques in various settings. Abstract algebra (~20%) will advance the student's knowledge of groups, rings and fields to include additive groups, multiplicative groups; polynomial rings, finite fields, isomorphisms, and homomorphisms. Number theory (~20%) will include methods of proof including induction and contradiction, modular arithmetic and congruence, gcd/lcm and theorems involving these, fundamental theorem of arithmetic, Fermat's theorems, Euler's theorem.
Prerequisites: MAB112 or MAB122
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

MAB480 INTRODUCTION TO SCIENTIFIC COMPUTATION
This unit teaches students how to implement a mathematical algorithm in a modern scientific computing environment (eg 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.
Prerequisite(s): MAB112 or MAB132 or MAB182
(Recommended: MAB210 or MAB220)
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2009 SEM-2
Incompatible with:
MAB380, ITB849

MAB481 VISUALISATION AND DATA ANALYSIS
This unit covers: history and evolution of data visualisation, definition of data visualisation, impact of data visualisation; fundamentals of computer graphics and modern day visualisation environments; visualisation of 2-D and 3-D data; general visualisation techniques including filtering; colour map transformations; contouring; height fields; coloured height fields; interpolation; Delauney triangulation; iso-surfaces; volume visualisation; probing; slicing; streamlines; streaklines and texture mapping; visualisation of multi-dimensional data; other data types such as finite element, vector, molecular and scatter data. Not offered after 2009.
Prerequisite(s): MAB101, MAB111, MAB480 or ITB003 (Highly Recommended: MAB112) Credit points: 12
Contact hours: 4 per week Campus: Gardens Point Teaching period: 2009 SEM-1

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).
Prerequisite(s): MAB311 Credit points: 12
Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 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).
Prerequisite(s): MAB311 and MAB420 Credit points: 12
Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 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.
Prerequisite(s): MAB314 Credit points: 12
Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 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.
Prerequisite(s): MAB315 Credit points: 12
Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 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.
Prerequisite(s): MAB210 and MAB414 Antirequisite(s): MAB523 Credit points: 12
Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-1

MAB536 TIME SERIES ANALYSIS
This unit includes the following: fundamentals of time series analysis; time series models; nonstationary processes; seasonal ARIMA models; vector autoregression; long-range dependence and fractional ARIMA models; co-integration of nonstationary processes.
Prerequisite(s): MAB314 and MAB414 Antirequisite(s): MAN536, MAB526 Credit points: 12
Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-2

MAB613 PARTIAL DIFFERENTIAL EQUATIONS
This unit includes the following: derivation of certain partial differential equations; solution of partial differential equations by separation of variables, Laplace and Fourier transforms; Sturm-Liouville systems; special functions; Green's functions.
Prerequisite(s): MAB311 and MAB413 Antirequisite(s): MAN613 Credit points: 12
Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 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:** 2010 SEM-2

**MAB624 APPLIED STATISTICS 3**

This unit includes the following: design of experiments for factorial investigations (two and three-level factors, Taguchi’s approach, fractions and blocking, response surfaces); general linear model; regression graphics; multi-stratum designs and analysis; repeated measures designs and analysis; linear-logistic and log-linear models; use of statistical software.

**Prerequisites:** MAB414  
**Antirequisites:** MAN624  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**MAB625 OPERATIONS RESEARCH 3B**

This unit includes: phases of an operations research study; decision analysis; queuing theory; simulation; implementation in operations research; heuristic techniques.

**Prerequisites:** MAB315  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**MAB640 INDUSTRY PROJECT**

For this unit, you will usually work in industry part-time. You will be assisted to develop a suitable plan to manage the project. You are expected to record progress and subsequently develop an accurate report.

**Other requisites:** Unit coordinator approval is required to enrol  
**Credit points:** 24  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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 and MAB312  
**Antirequisites:** MAN672  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**MAB681 ADVANCED VISUALISATION AND DATA ANALYSIS**

This unit includes: advanced visualisation; virtual reality and data analysis; contemporary issues in data visualisation; introduction to advanced tools; completion of a project in advanced visualisation which demonstrates analysis, background research, investigation, development of project proposal, and presentation of the project outcomes.

**Prerequisite(s):** MAB481 (Highly Recommended: MAB380 or MAB480)  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-2  
**Incompatible with:** MAN681

**MGB200 LEADING ORGANISATIONS**

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

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

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**

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

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

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**

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

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

**MGB210 MANAGING OPERATIONS**

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

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

### MGB220 BUSINESS RESEARCH METHODS

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

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

### MGB223 ENTREPRENEURSHIP AND INNOVATION

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

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

### MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS

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

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

### MGB309 STRATEGIC MANAGEMENT

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

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

### MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### MGB320 RECRUITMENT AND SELECTION

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

**Prerequisites:** MGB339 or MGB221  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2
MGB324 MANAGING BUSINESS GROWTH
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.
Prerequisites: MGB223 Equivalents: MGB218 Credit points: 12 Contact hours: 3 Teaching period: 2010 SEM-1

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

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

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

MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.
Prerequisites: MGB225, IBB205, IBB217, or IBB208 Antirequisites: IBB317 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-2

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.
Prerequisites: MGB331 and BSB124 Equivalents: MGB315 Credit points: 12 Contact hours: 3 Teaching period: 2010 SEM-1 and 2010 SEM-2