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: $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.

Find out more on deferment.
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

<table>
<thead>
<tr>
<th>Year 1 Semester 1</th>
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<tbody>
<tr>
<td>Business Faculty Core Unit</td>
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<td>Mathematics Unit</td>
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<th>Year 1 Semester 2</th>
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<td>Business Faculty Core Unit</td>
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<td>Business Faculty Core Unit</td>
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<th>Year 2 Semester 2</th>
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<tr>
<td>Business Faculty Core Unit</td>
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<td>Mathematics Unit</td>
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<th>Year 3 Semester 1</th>
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<td>Business Faculty Major Unit</td>
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<th>Accountancy Major</th>
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<tr>
<td>Year 1 Semester 1</td>
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<tr>
<td>BSB110 Accounting</td>
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<td>BSB115 Management</td>
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<tr>
<th>Year 1 Semester 2</th>
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<tbody>
<tr>
<td>BSB124 Working in Business</td>
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<tr>
<td>BSB126 Marketing</td>
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<tr>
<th>Year 2 Semester 1</th>
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<tbody>
<tr>
<td>BSB111 Business Law and Ethics</td>
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<tr>
<td>BSB113 Economics</td>
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<tr>
<th>Year 2 Semester 2</th>
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<tbody>
<tr>
<td>AYB200 Financial Accounting</td>
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<td>AYB225 Management Accounting</td>
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<th>Year 3 Semester 1</th>
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<tr>
<td>EFB210 Finance 1</td>
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<td>AYB221 Computerised Accounting Systems</td>
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<th>Year 3 Semester 2</th>
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<tr>
<td>AYB219 Taxation Law</td>
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<td>AYB340 Company Accounting</td>
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<th>Year 4 Semester 1</th>
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<tr>
<td>AYB230 Corporations Law</td>
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<tr>
<td>AYB321 Strategic Management Accounting</td>
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</tbody>
</table>
### Advertising Major

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

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

**Year 2 Semester 1**  
BSB124 Working in Business  
BSB119 Global Business

**Year 2 Semester 2**  
AMB200 Consumer Behaviour  
AMB220 Advertising Theory and Practice

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

**Year 3 Semester 2**  
AMB318 Advertising Copywriting  
AMB319 Media Planning

**Year 4 Semester 1**  
AMB320 Advertising Management  
AMB330 Advertising Planning Portfolio

**Year 4 Semester 2**  
AMB339 Advertising Campaigns  
MGB223 Entrepreneurship and Innovation

### Economics Major

**Year 1 Semester 1**  
BSB113 Economics  
BSB115 Management

**Year 1 Semester 2**  
BSB110 Accounting  
BSB124 Working in Business

**Year 2 Semester 1**  
BSB111 Business Law and Ethics  
MGB223 Entrepreneurship and Innovation

**Year 2 Semester 2**  
EBF222 Quantitative Methods For Economics and Finance  
EBF223 Economics 2

**Year 3 Semester 1**  
EBF330 Intermediate Macroeconomics  
EBF331 Intermediate Microeconomics

**Year 3 Semester 2**  
Choice units or remaining Faculty Core Units  
Choice units or remaining Faculty Core Units

**Year 4 Semester 1**  
Choice units or remaining Faculty Core Units  
Choice units or remaining Faculty Core Units

**Year 4 Semester 2**  
EBF338 Contemporary Application of Economic Theory  
Choice units or remaining Faculty Core Units

**Choice units**

Choose any three of the following:

- EBF332 Applied Behavioural Economics
- EBF333 Introductory Econometrics
- EBF334 Environmental Economics and Policy
- EBF336 International Economics
- EBF337 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

**Year 1 Semester 1**  
BSB113 Economics  
BSB115 Management

**Year 1 Semester 2**  
BSB124 Working in Business  
BSB126 Marketing
<table>
<thead>
<tr>
<th>Year 2 Semester 1</th>
<th>MGB200 Leading Organisations</th>
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<tbody>
<tr>
<td>BSB110 Accounting</td>
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<tr>
<td>BSB111 Business Law and Ethics</td>
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<tr>
<td>Year 2 Semester 2</td>
<td>MGB201 Contemporary Employment Relations</td>
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<tr>
<td>BSB119 Global Business</td>
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<td>MGB223 Entrepreneurship and Innovation</td>
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<tr>
<td>Year 3 Semester 1</td>
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<tr>
<td>EFB210 Finance 1</td>
<td>MGB331 Learning and Development in Organisations</td>
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<tr>
<td>EFB222 Quantitative Methods For Economics and Finance</td>
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<tr>
<td>Year 3 Semester 2</td>
<td>MGB339 Performance and Reward</td>
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<tr>
<td>EFB201 Financial Markets</td>
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<td>EFB307 Finance 2</td>
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<td>EFB223 Economics 2</td>
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<tr>
<td>EFB335 Investments</td>
<td>MGB320 Recruitment and Selection</td>
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<tr>
<td>Year 4 Semester 2</td>
<td>MGB370 Personal and Professional Development</td>
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<tr>
<td>EFB312 International Finance</td>
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<tr>
<td>EFB340 Finance Capstone</td>
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**International Business Major**

| Year 1 Semester 1       |                                 |
| BSB119 Global Business  | MGB200 Leading Organisations |
| BSB126 Marketing        |                              |
| Year 1 Semester 2       |                                 |
| BSB110 Accounting       | MGB201 Contemporary Employment Relations |
| BSB115 Management       |                              |
| Year 2 Semester 1       |                                 |
| BSB111 Business Law and Ethics |                      |
| MGB223 Entrepreneurship and Innovation |                |
| Year 3 Semester 1       |                                 |
| AYB227 International Accounting |                        |
| MGB225 Intercultural Communication and Negotiation Skills |            |
| Year 3 Semester 2       |                                 |
| AMB210 Importing and Exporting |                  |
| EFB240 Finance for International Business |             |
| Year 4 Semester 1       |                                 |
| AMB303 International Logistics |                        |
| AMB336 International Marketing |                    |
| Year 4 Semester 2       |                                 |
| MGB340 International Business in the Asia-pacific |              |
| AMB369 International Business Strategy |                    |

**Human Resource Management Major**

| Year 1 Semester 1       |                                 |
| BSB113 Economics        | MGB200 Leading Organisations |
| BSB115 Management       |                              |
| Year 1 Semester 2       |                                 |
| BSB124 Working in Business | MGB201 Contemporary Employment Relations |
| BSB126 Marketing        |                              |
| Year 2 Semester 1       |                                 |
| BSB110 Accounting       | MGB223 Entrepreneurship and Innovation |
| BSB111 Business Law and Ethics |                  |
| Year 2 Semester 2       |                                 |
| BSB119 Global Business  |                                 |
| MGB223 Entrepreneurship and Innovation |                |
| Year 3 Semester 1       |                                 |
| MGB207 Human Resource Issues and Strategy |              |
| MGB220 Business Research Methods |                      |
| Year 3 Semester 2       |                                 |

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

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

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

### Year 2 Semester 2
- BSB119 Global Business
- MGB223 Entrepreneurship and Innovation

### Year 3 Semester 1
- MGB201 Contemporary Employment Relations
- MGB210 Managing Operations

### Year 3 Semester 2
- MGB200 Leading Organisations
- MGB225 Intercultural Communication and Negotiation Skills

### Year 4 Semester 1
- MGB309 Strategic Management
- MGB324 Managing Business Growth

### Marketing Major

#### Year 1 Semester 1
- BSB113 Economics
- BSB126 Marketing

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

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

#### Year 2 Semester 2
- BSB110 Accounting
- MGB223 Entrepreneurship and Innovation

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

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

### Year 4 Semester 1
- AMB335 E-marketing Strategies
- AMB340 Services Marketing

### Public Relations Major

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

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

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

#### Year 2 Semester 2
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques

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

#### Year 3 Semester 2
- AMB372 Public Relations Planning
- AMB373 Corporate Communication

#### Year 4 Semester 1
- AMB374 Global Public Relations Cases

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CRICOS No. 00213J ABN 83 791 724 622

Information for future students
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<thead>
<tr>
<th>Course Structure for Students with Four Semesters of Senior Mathematics B and Senior Mathematics C</th>
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<tbody>
<tr>
<td><strong>Year 1, Semester 1</strong></td>
</tr>
<tr>
<td>MAB101 Statistical Data Analysis 1</td>
</tr>
<tr>
<td>MAB121 Calculus and Differential Equations</td>
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<td><strong>Year 2, Semester 1</strong></td>
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<tr>
<td>MAB122 Algebra and Analytic Geometry</td>
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<td>MAB210 Statistical Modelling 1</td>
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<tr>
<td><strong>Year 2, Semester 2</strong></td>
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<tr>
<td>MAB311 Advanced Calculus</td>
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<tr>
<td>Mathematics Elective</td>
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<td><strong>Year 3, Semester 2</strong></td>
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<td>Mathematics Elective</td>
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<td><strong>Year 4, Semester 1</strong></td>
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<td>Mathematics Elective</td>
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<td>Mathematics Elective</td>
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<tr>
<td><strong>Mathematics Units</strong></td>
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<tr>
<td>Level 2 Units</td>
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<tr>
<td>MAB311 Advanced Calculus</td>
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<tr>
<td>MAB312 Linear Algebra</td>
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<tr>
<td>MAB313 Mathematics of Finance</td>
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<tr>
<td>MAB314 Statistical Modelling 2</td>
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<tr>
<td>MAB315 Operations Research 2</td>
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<tr>
<td>MAB413 Differential Equations</td>
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<tr>
<td>MAB414 Applied Statistics 2</td>
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<tr>
<td>MAB420 Computational Mathematics 2</td>
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<tr>
<td>MAB422 Mathematical Modelling</td>
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<tr>
<td>MAB461 Discrete Mathematics</td>
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<tr>
<td>MAB480 Introduction to Scientific Computation</td>
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<td>MAB481 Visualisation and Data Analysis</td>
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Note: MAB311 Advanced Calculus and MAB312 Linear Algebra are mandatory units.
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

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

**Antirequisites:** MIB305, MGB220, COB334

**Equivalents:** CTB201

**Credit points:** 12

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

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:**

**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.

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

**Prerequisites:** BSB119 or CTB119

**Equivalents:** IBB210

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:**

**AMB201 MARKETING AND AUDIENCE RESEARCH**
period: 2010 SEM-1 and 2010 SEM-2

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB308
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.
Prerequisites: BSB126 or CTB126
Equivalents: CTB240
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: AMB261, AMB262
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB264 PUBLIC RELATIONS TECHNIQUES
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: AMB261, AMB262
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.
Prerequisites: AMB210, IBB210, AMB240, or CTB240
Equivalents: IBB303
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

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

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

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  Equivalents: AMB241  Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210  Equivalents: IBB213  Credit points: 12
Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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.

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

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

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of
public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management. **Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262) **Equivalents:** AMB360 **Credit points:** 12 **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills. **Prerequisites:** AMB372, AMB261, or AMB262 **Equivalents:** AMB370 **Credit points:** 12 **Campus:** Gardens Point **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB375 PUBLIC RELATIONS MANAGEMENT**

This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role. **Prerequisites:** AMB372 and AMB373, or AMB360 **Credit points:** 12 **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

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

**AYB220 FINANCIAL ACCOUNTING**

Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements. **Prerequisites:** BSB110 or CTB110 **Equivalents:** AYB121 **Credit points:** 12 **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AYB219 TAXATION LAW**

This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues. **Prerequisites:** BSB111 or CTB111 **Antirequisites:** LWB364 **Equivalents:** AYB325 **Credit points:** 12 **Campus:** Gardens Point **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AYB221 COMPUTERISED ACCOUNTING SYSTEMS**

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

**AYB225 MANAGEMENT ACCOUNTING**

This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service
organisations.

**Prerequisites:** BSB110 or CTB110    **Credit points:** 12
**Contact hours:** 3 per week    **Campus:** Gardens Point
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** BSB110 or CTB110, and BSB119 or CTB119    **Credit points:** 12
**Contact hours:** 3 per week    **Campus:** Gardens Point
**Teaching period:** 2010 SEM-1

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

**Prerequisites:** BSB111 or CTB111    **Credit points:** 12
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** AYB221, and AYB340 or AYB220    **Credit points:** 12
**Contact hours:** 3 per week    **Campus:** Gardens Point
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

**Prerequisites:** AYB340 or AYB220    **Credit points:** 12
**Contact hours:** 3.5 per week    **Campus:** Gardens Point
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** AYB225    **Credit points:** 12
**Contact hours:** 3 per week    **Campus:** Gardens Point
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

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

**BSB110 ACCOUNTING**
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they
can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making. **Antirequisites:** BSD110, CNB293, UDB342  **Equivalents:** CTB110  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB111 BUSINESS LAW AND ETHICS**

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

**BSB113 ECONOMICS**

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

**BSB115 MANAGEMENT**

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

**BSB124 WORKING IN BUSINESS**

This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does "Working in Business" give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.  **Antirequisites:** BSB114, CTB114, HHB113  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB126 MARKETING**

This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.  **Antirequisites:** BSB116  **Equivalents:** CTB126  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM
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 BSB112 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.

Prerequisites: BSB113 or CTB113  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB210 FINANCE 1
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm's investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

Prerequisites: BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  Antirequisites: EFB206  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

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

Prerequisites: BSB113 or CTB113  Equivalents: EFB102
Credit points: 12  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB240 FINANCE FOR INTERNATIONAL BUSINESS
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.

Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)
Antirequisites: EFB312, MIB202  Equivalents: IBB202
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.

Prerequisites: EFB210  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.

Prerequisites: EFB210  Antirequisites: EFB212, IBB202, EFB240
Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB330 INTERMEDIATE MACROECONOMICS
Prerequisites: EFB223 or EFB102  Equivalents: EFB202
Credit points: 12
Teaching period: 2010 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
Prerequisites: EFB223 or EFB102  Equivalents: EFB211
Credit points: 12
Teaching period: 2010 SEM-1

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

EFB333 INTRODUCTORY ECONOMETRICS
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.
Prerequisites: EFB222 or EFB101  Antirequisites: EFB200  Credit points: 12  Teaching period: 2010 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
Prerequisites: EFB223 or EFB102  Credit points: 12  Teaching period: 2010 SEM-1

EFB336 INTERNATIONAL ECONOMICS
Prerequisites: EFB307 or EFB318  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
Prerequisites: EFB331 or EFB211  Credit points: 12  Teaching period: 2010 SEM-2

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.
Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  Equivalent: EFB329  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 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

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  Equivalent: MAB100, MAB125, MAB180  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SUM-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 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 MAB121 or MAB122 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 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

MAB422 MATHEMATICAL MODELLING
This unit includes models developed with the "real world" description. These models are taken from the areas of cancer research, population growth and engineering. Emphasis is on mathematical modelling and not on the development of new mathematical content.

Prerequisites: MAB121  Antirequisites: MAN422  Assumed knowledge: MAB220 is recommended for prior/concurrent study for exposure to MATLAB  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

MAB461 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).

**Prerequisites:** 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).

**Prerequisites:** 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.

**Prerequisites:** 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.

**Prerequisites:** 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.

**Prerequisites:** MAB414  
Antirequisites: MAB526  
Credit points: 12  
Contact hours: 4 per week  
Campus: Gardens Point  
**Teaching period:** 2010 SEM-2

**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.

**Prerequisites:** MAB314 and MAB414  
Antirequisites: 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.

**Prerequisites:** MAB311 and MAB413  
Antirequisites: 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)  
**Credit points:** 12  
**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  
**Equivalents:** CTB207  
**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 a 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: None
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

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

MGB320 RECRUITMENT AND SELECTION
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.

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

MGB324 MANAGING BUSINESS GROWTH
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner's (general manager's) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

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

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a
strategic approach to human resource development.

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

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

**MGB335 PROJECT MANAGEMENT**

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

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

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

**MGB339 PERFORMANCE AND REWARD**

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

**Prerequisites:** MGB201, MGB207, or CTB207

**Equivalents:** MGB221

- **Credit points:** 12
- **Contact hours:** 3
- **Teaching period:** 2010 SEM-1

**MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC**

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

**Prerequisites:** MGB225, IBB205, IBB217, or IBB208

**Antirequisites:** IBB317

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

**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