Bachelor of Arts/Bachelor of Business (for continuing students only) (IX38)

Year offered: 2011
Admissions: No
CRICOS code: 058278B
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $4,209 per semester (indicative)
International Fees (indicative): 2011: $10,500 (indicative) per semester
Domestic Entry: Course no longer available for admission
International Entry: Course no longer available for admission
QTAC code: Course no longer available for admission
Past cut-off: 76
Past OP cut-off: 12
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Contact Ms Eve Teague (Arts); Dr Claire Gardiner, Director of Undergraduate Studies (QUT Business School)
Discipline coordinator: Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations); Arts - contact Eve Teague - e.teague@qut.edu.au
Campus: Gardens Point and Kelvin Grove

Discontinuation
This course has been discontinued, therefore, this course is available to continuing students only.

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).

Course Design
Students are required to complete 192 credit points from the Bachelor of Business program. Students supplement the Arts component of this program with the 96 credit point QUT Business School Core units in the Bachelor of Business program together with a 96 credit point Major in one of the following: Accountancy, Advertising, Banking & Finance, Economics, Electronic Business, Human Resource Management, International Business, Management, Marketing or Public Relations.

BA Course Requirements
Students are required to completed 192 credit points for the Arts Program including at least one of the five multidisciplinary majors (7 units from the Major list). You will choose from International and Global Studies, Society and Change, Ethics and Human Rights, Community Studies and Australian Studies.

As well as the multidisciplinary major, students may also wish to undertake a Discipline Major in one of the following: History, Geography and Environmental Studies, Languages (French, Indonesian, German, Japanese, or Mandarin), and Social Science. (Note that apart from Mandarin, all languages are now offered via cross institutional study from the University of Queensland).

Students may also wish to include:
- an Arts minor/s in any of the multidisciplinary or discipline majors (4 units)
- an approved university minor, or individual electives in another QUT course (up to 4 units)

NB: Students are required to complete 16 units in the BA component of the double degree.

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

EXAMPLE OF FULL TIME COURSE STRUCTURE

YEAR 1 SEMESTER 1
**BBUS**  Business Faculty Core Unit
BBUS  Business Faculty Core Unit
BA  Major Unit
SWB106  Applied Skills and Scholarship

### YEAR 1 SEMESTER 2
BBUS  Business Faculty Core Unit
BBUS  Business Faculty Core Unit
BA  Major Unit
BA  Discipline Unit or Elective Unit

### YEAR 2 SEMESTER 1
BBUS  Business Faculty Core Unit
BBUS  Business Faculty Core Unit
BA  Major Unit
BA  Discipline Unit or Elective Unit

### YEAR 2 SEMESTER 2
BBUS  Business Faculty Core Unit
BBUS  Business Faculty Core Unit
BA  Major Unit
BA  Minor Unit

### YEAR 3 SEMESTER 1
BBUS  Business Faculty Major Unit
BBUS  Business Faculty Major Unit
BA  Major Unit
BA  Discipline Unit or Minor Unit or Elective Unit

### YEAR 3 SEMESTER 2
BBUS  Business Faculty Major Unit
BBUS  Business Faculty Major Unit
BA  Minor Unit
BA  Discipline Unit or Minor Unit or Elective Unit

### YEAR 4 SEMESTER 1
BBUS  Business Faculty Major Unit
BBUS  Business Faculty Major Unit
BA  Major Unit
BA  Discipline Unit or Minor Unit or Elective Unit

### YEAR 4 SEMESTER 2
BBUS  Business Faculty Major Unit
BBUS  Business Faculty Major Unit
BA  Major Unit
BA  Discipline Unit or Minor Unit or Elective Unit

**Major - International and Global Studies Multidisciplinary Major**

**International and Global Studies**

Seven (7) units are required for an International and Global Studies (IGS) Major. These can include units completed in the IGS Major up to 2009 as well as any completed from the following list.

- **BSB119**  Global Business
- **CLB049**  The Global Teacher
- **CLB104**  Colonialism and Independence in Asia-Pacific
- **CLB105**  Australia and the South Pacific
- **CLB106**  Modern China
- **CLB108**  Nations and Nationalism in Modern Europe
- **CLB109**  World Regions
- **CLB112**  South East Asia in Focus
- **MDB454**  Science, Technology and Society
- **SCB110**  Science Concepts and Global Systems

Students may select one language unit as an elective in the International Studies Stream.

Students may also undertake a Combined Major in Languages/International and Global Studies, comprising: 3 elective units, and 4 units in one chosen language. (Indonesian, Japanese, French, Mandarin, German).

### Major - Ethics and Human Rights Multidisciplinary Major

**Ethics and Human Rights**

Seven (7) units are required for an Ethics and Human Rights Major. These can include units completed in the Ethics and Human Rights Major up to 2009 as well as any completed from the following list.

- **JSB171**  Justice and Society
- **JSB175**  Social Ethics and the Justice System
- **LWS101**  Ethics Law and Health Care
- **NSB113**  Diversity and Health: Introduction to Indigenous and Multicultural Perspectives
- **PUB486**  Ethics and the Law in Health Service Delivery
SWB105  Introduction to Human Rights and Ethics
SWB219  Ethical and Legal Dimensions of Human Services and Social Work

Major - Society and Change Multidisciplinary Major

Society and Change

Seven (7) units are required for a Society and Change Major. These can include units completed in the Society and Change Major up to 2009 as well as any completed from the following list.

CLB107  The Classical World
CLB110  Environment and Society
CLB111  Environmental Hazards
JSB171  Justice and Society
KMB003  Sex Drugs Rock 'N' Roll
MDB454  Science, Technology and Society
PUB209  Health, Culture and Society
PYB067  Human Sexuality
SCB110  Science Concepts and Global Systems
SWB102  The Human Condition
SWB104  Interpersonal Communication
SWB212  Community Work
SWB214  Team Practice and Group Processes
SWB222  Advanced Communication for Human Services and Social Work
SWB223  People, Society and Social Work
SWB302  Social Policy Processes

Major - Community Studies Multidisciplinary Major

Community Studies

Seven (7) units are required for a Community Studies Major. These can include units completed in the Community Studies Major up to 2009 as well as any completed from the following list.

EDB040  Indigenous Knowledge: Research Ethics and Protocols
EDB041  Indigenous Australia: Country, Kin and Culture
SWB100  Introduction to Human Services and Social Work
SWB102  The Human Condition
SWB103  Contemporary Social and Community Issues
SWB104  Interpersonal Communication
SWB204  Child and Family Services: Introduction

SWB206  Disability Services: Introduction
SWB207  Services to Young People: Introduction
SWB212  Community Work
SWB214  Team Practice and Group Processes
SWB216  The Human Dimensions of Space
SWB219  Ethical and Legal Dimensions of Human Services and Social Work
SWB220  Practice Theories
SWB221  Social Work Processes and Methods
SWB222  Advanced Communication for Human Services and Social Work
SWB302  Social Policy Processes
SWB304  Child and Family Services: Advanced
SWB305  Community and Youth Corrections
SWB306  Disability Services: Advanced
SWB307  Services to Young People: Advanced
SWB308  Child Protection Intervention Skills

Major - Australian Studies Multidisciplinary Major

Australian Studies

Seven (7) units are required for an Australian Studies Major. These can include units completed in the Australian Studies Major up to 2009 as well as any completed from the following list.

CLB101  Australian Society and Culture
CLB102  Australian Historical Studies
CLB105  Australia and the South Pacific
CLB113  Australian Geographical Studies
EDB038  Indigenous Australian Culture Studies
EDB039  Indigenous Politics and Political Culture
EDB041  Indigenous Australia: Country, Kin and Culture

Discipline Major - History

History

Six (6) units are required for a History Discipline Major. These can include units completed in the History Discipline Major up to 2009 as well as any completed from the following list.

CLB101  Australian Society and Culture
CLB102  Australian Historical Studies
CLB103  Interpreting the Past
CLB104  Colonialism and Independence in Asia-Pacific
CLB105  Australia and the South Pacific
CLB106  Modern China
CLB107  The Classical World
CLB108  Nations and Nationalism in Modern Europe

**Discipline Major - Geography and Environmental Studies**

<table>
<thead>
<tr>
<th>Geography and Environmental Studies</th>
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</thead>
<tbody>
<tr>
<td>Six (6) units are required for a Geography and Environmental Studies Discipline Major. These can include units completed in the Geography and Environmental Studies Discipline Major up to 2009 as well as any completed from the following list.</td>
</tr>
<tr>
<td>CLB109  World Regions</td>
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<tr>
<td>CLB110  Environment and Society</td>
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<tr>
<td>CLB111  Environmental Hazards</td>
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<tr>
<td>CLB112  South East Asia in Focus</td>
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<tr>
<td>CLB113  Australian Geographical Studies</td>
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<tr>
<td>CLB114  Geography in the Field</td>
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<tr>
<td>SCB110  Science Concepts and Global Systems</td>
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<td>UDB164  Population and Urban Studies</td>
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<td>UDB281  Geographic Information Systems</td>
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<td>UDB282  Remote Sensing</td>
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**Discipline Major - Languages**

<table>
<thead>
<tr>
<th>LANGUAGES</th>
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<tbody>
<tr>
<td>Apart from Mandarin, and the Overseas Units, all Languages are now offered via cross institutional study from the Uni of Qld. For information on Language options contact QUT’s Faculty of Business</td>
</tr>
</tbody>
</table>

**Mandarin**

Six sequenced units are required for a Mandarin Discipline Major. These can include units completed in the Mandarin Discipline Major up to 2009 as well as those from the following list:

- AMB030  Mandarin for Chinese
- AMB031  Mandarin 1
- AMB032  Mandarin 2
- AMB033  Mandarin 3
- AMB034  Mandarin 4
- AMB035  Mandarin 5
- AMB036  Mandarin 6
- AMB037  Mandarin 7
- AMB038  Mandarin 8

**Overseas Units - All Languages**

- AMB041  International Intensive Program
- AMB042  International Summer School or Equivalent
- AMB043  In-Country Study - A
- AMB044  In-Country Study - B

**French**

The following units are taught at UQ. Six sequenced units are required for a French Discipline Major. These can include units completed in the French Discipline Major up to 2009 as well as those from the following list:

- FREN101  French 1/Introductory French A
- FREN102  French 2/Introductory French B
- FREN201  French 3/Intermediate French A *
- FREN202  French 4/Intermediate French B
- FREN203  French Language A *
- FREN311  French 5/French Language C
- FREN312  French 6/French Language D
- FREN313  French 7/Advanced French Language **
- FREN333  French for Business
- FREN336  Le Cinema en Francais
- FREN312  French 8/Advanced Oral French
- FREN321  Litterature et modernite
- FREN331  Introduction to French > English Translation

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**FREN335** Litterature contemporaine

* FREN2010 is third semester French for students who have done HHB061 and HHB062 (semester 1 and 2 of beginner French). FREN3112 is first semester French for students who have successfully completed Year 12 French in the last three years.

** Students who have already completed HHB066 French 6 at QUT should not enrol in FREN3116.

**German**

The following units are taught at UQ. Six sequenced units are required for a German Discipline Major. These can include units completed in the German Discipline Major up to 2009 as well as those from the following list:

- GRMN101 German 1/Introductory German Language 1
- GRMN102 German 2/Introductory German Language 2
- GRMN201 German 3/Continuing German Language 1
- GRMN202 German 4/Continuing German Language 2
- GRMN301 German 5/Advanced German Language 1
- GRMN302 German 6/Advanced German Language 2
- GRMN311 German 7/Advanced German Language 3
- GRMN312 German 8/Advanced German Language 4

**Japanese**

The following units are taught at UQ. Six sequenced units are required for a Japanese Discipline Major. These can include units completed in the Japanese Discipline Major up to 2009 as well as those from the following list:

- JAPN1011 Japanese 1/Introductory Japanese 1
- JAPN2101 Japanese 3/Intermediate Japanese 1
- JAPN3101 Japanese 5/Continuing Japanese 3
- JAPN3102 Japanese 6/Continuing Japanese 4
- JAPN3200 Japanese 7/Multimedia Japanese
  OR
- JAPN3240 Modern Literary Texts
  OR
- JAPN3210 Polite Japanese Written & Spoken Sytles
- JAPN3500 Japanese 8/Language and Society in Japan

**Indonesian**

The following units are taught at UQ. Six sequenced units are required for a Indonesian Discipline Major. These can include units completed in the Indonesian Discipline Major up to 2009 as well as those from the following list:

- INDN1000 Indonesian 1/Introductory Indonesian A
- INDN1001 Indonesian 2/Introductory Indonesian B
- INDN2000 Indonesian 3/Intermediate Indonesian A
- INDN2001 Indonesian 4/Intermediate Indonesian B
- INDN3000 Indonesian 5/Advanced Indonesian A
- INDN3001 Indonesian 6/Advanced Indonesian B
- INDN3003 Indonesian 7/Indonesian Through the Media
- INDN3005 Indonesian 8/Indonesian Translation B

**SOCIAL SCIENCE**

Six (6) units are required for a Social Science Discipline Major which comprises Sociology and Political Studies units. These can include units completed in the Social Science Discipline Major up to 2009 as well as any completed from the following list.

**SOCILOGY**

- CLB403 Gender And Sexuality Issues For Teachers
- JSB272 Theories of Crime
- JSB372 Youth Justice
- JSB378 Drugs and Crime
- JSB971 Gender Crime and the Criminal Justice System
- KMB003 Sex Drugs Rock ‘N’ Roll
- MDB454 Science, Technology and Society
- PYB067 Human Sexuality
- PUB209 Health, Culture and Society
- SWB216 The Human Dimensions of Space

**POLITICAL STUDIES**

- EDB039 Indigenous Politics and Political Culture
- JSB271 Policy Governance and Justice
- KCB302 Political Communication
- SWB218 Social Change, Politics, Policy and Activism
- SWB302 Social Policy Processes
Accountancy Major

Year 1 Semester 1
- BSB110 Accounting
- BSB115 Management

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

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

Year 2 Semester 2
- AYB200 Financial Accounting
- AYB230 Corporations Law

Year 3 Semester 1
- AYB225 Management Accounting
- AYB340 Company Accounting

Year 3 Semester 2
- AYB219 Taxation Law
- AYB221 Computerised Accounting Systems

Year 4 Semester 1
- AYB301 Audit and Assurance
- AYB311 Financial Accounting Issues
  OR
- AYB321 Strategic Management Accounting

Year 4 Semester 2
- EFB222 Quantitative Methods For Economics and Finance
- EFB210 Finance 1

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

Advertising Major

Year 1 Semester 1
- BSB123 Data Analysis
- BSB126 Marketing

Year 1 Semester 2
- BSB110 Accounting
- BSB115 Management

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

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

Year 3 Semester 1
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice

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

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

Year 4 Semester 2
- AMB339 Advertising Campaigns
- AMB202 Integrated Marketing Communication

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

Banking and Finance 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


<table>
<thead>
<tr>
<th>BSB123</th>
<th>Data Analysis</th>
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<tbody>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
</tbody>
</table>

**Year 3 Semester 1**
- EFB222  | Quantitative Methods For Economics and Finance |
- EFB210  | Finance 1 |

**Year 3 Semester 2**
- EFB223  | Economics 2 |
- EFB307  | Finance 2 |

**Year 4 Semester 1**
- EFB333  | Introductory Econometrics |
- EFB335  | Investments |

**Year 4 Semester 2**
- EFB312  | International Finance |
- EFB201  | Financial Markets |

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

### Economics Major

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

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

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

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

**Year 3 Semester 1**
- EFB330  | Intermediate Macroeconomics |
- EFB331  | Intermediate Microeconomics |

**Year 3 Semester 2**
- Choice units or remaining QUT Business School Core Units |
- Choice units or remaining QUT Business School Core Units |

**Year 4 Semester 1**
- Choice units or remaining QUT Business School Core Units |
- Choice units or remaining QUT Business School Core Units |

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

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

### Human Resource 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**
- BSB123  | Data Analysis |
- BSB119  | Global Business |

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

**Year 3 Semester 2**
- MGB200  | Leading Organisations |
HRM Option Unit

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

Year 4 Semester 2
MGB320 Recruitment and Selection
HRM Option Unit

HRM Option Unit List
Plus two units from the following list:
MGB201 Contemporary Employment Relations
MGB210 Managing Operations
MGB310 Sustainability in A Changing Environment
MGB309 Strategic Management
MGB314 Organisational Consulting and Change
MGB370 Personal and Professional Development
MGB335 Project Management
Note: HRM students must choose two units from the above list (one must be a Level 3 unit).

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

International Business Major

Year 1 Semester 1
BSB126 Marketing
BSB119 Global Business

Year 1 Semester 2
BSB110 Accounting
BSB115 Management

Year 2 Semester 1
BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 2
BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1
EFB240 Finance for International Business

IBB217 Asian Business Development
OR
IBB208 European Business Development

Year 3 Semester 2
AMB210 Importing and Exporting
MGB340 International Business in the Asia-Pacific

Year 4 Semester 1
AMB336 International Marketing
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 2
AMB303 International Logistics
AMB369 International Business Strategy

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

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
BSB123 Data Analysis
MGB200 Leading Organisations

Year 3 Semester 1
MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2
BSB119 Global Business
MGB310 Sustainability in A Changing Environment
### Management Option Unit List

Plus two units from the following list:
- MGB201 Contemporary Employment Relations
- MGB324 Managing Business Growth
- MGB314 Organisational Consulting and Change
- MGB370 Personal and Professional Development
- MGB225 Intercultural Communication and Negotiation Skills

Management Students must choose two units from the above list (one must be a Level 3 unit).

### Important Note:

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

### Marketing Major

#### Year 1 Semester 1
- BSB123 Data Analysis
- BSB126 Marketing

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

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

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

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

#### Year 3 Semester 2
- AMB201 Marketing and Audience Research
- AMB335 E-marketing Strategies

#### Year 4 Semester 1
- AMB340 Services Marketing
- AMB202 Integrated Marketing Communication

#### Year 4 Semester 2
- AMB359 Strategic Marketing
- AMB252 Business Decision Making
- OR
- AMB336 International 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
- AMB375 Public Relations Management
Year 4 Semester 2
AMB379  Public Relations Campaigns
BSB123  Data Analysis

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
AYB220  is now AYB340 Company Accounting
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 AMB340 International Business in the Asia-Pacific

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

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

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

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

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

Advertising Extended Major (ADX)

AMB230 now retitled AMB230 Digital Promotions
AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312 is now AYB232 Financial Institutions Law
EFB200 is replaced by EFB333 Introductory Econometrics
EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200 is replaced by EFB333 Introductory Econometrics
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB325 is replaced by EFB336 International Economics
EFB318 is replaced by EFB335 Investments
EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200 is replaced by EFB333 Introductory Econometrics
EFB324 is replaced by EFB201 Financial Markets
EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318 is replaced by EFB335 Investments
AYB312 is now AYB232 Financial Institutions Law
EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315 is now MGB370 Personal and Professional Development
IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

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

Management Extended Major (MXN)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
MBG218 is now MGB324 Managing Business Growth
MGB315 is now MGB370 Personal & Professional Development
IBB210 is replaced by AMB210 Import and Exporting
IBB303 is now AMB303 International Logistics

Marketing Extended Major (MKX)

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

Public Relations Extended Major (PRX)

AMB370 is replaced by AMB374 Global Public Relations Cases
AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

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

Electronic Business Specialisation (EUS)

BSB212 is replaced by AYB114 Business Technologies
BSB213 is replaced by AYB115 Governance Issues and Fraud
BSB314 is replaced by AYB341 Forensic and Business Intelligence
ITB233 is now INB312 Enterprise Systems
Antirequisites:  HHB050 and HUB450  Equivalents: HHB030  Credit points: 12  Campus: Gardens Point

AMB030 MANDARIN FOR CHINESE
In this unit students will receive instructions in listening and speaking Putonghua, reading and writing Pinyin Romanisation and reading and writing simplified characters. They learn differences in structure and nuance between their native dialect and Putonghua.

Antirequisites: HHB051 and HUB453  Equivalents: HHB031  Credit points: 12  Campus: Gardens Point

AMB031 MANDARIN 1
This unit introduces students who have little or no prior knowledge of Chinese Mandarin to the four macro skills of listening, speaking, reading and writing through an integrated communicative approach to teaching. Content will include: the Mandarin sound and tonal systems; the Pinyin Romanisation system; introduction to Chinese character writing, greetings and introductions; family, identification of nationalities, places and objects, locations and directions.

Antirequisites: HHB051 and HUB453  Equivalents: HHB031  Credit points: 12  Campus: Gardens Point

Teaching period: 2011 SEM-1

AMB032 MANDARIN 2
This subject continues to develop the four macro skills of listening, speaking, reading and writing through an integrated communicative approach. While there is further consolidation of the knowledge of the Pinyin Romanisation system, greater attention is devoted to the reading and writing of characters. With acquisition of language, students receive further exposure to aspects and characteristics of Chinese culture.

Prerequisites: AMB031 or HHB031 or HUB453 or HHB051

Antirequisites: HHB052, HUB454  Equivalents: HHB032  Credit points: 12  Campus: Gardens Point

Teaching period: 2011 SEM-2

AMB033 MANDARIN 3
This unit is designed to meet student needs to further develop their basic knowledge and skills for understanding, speaking, reading and writing Mandarin Chinese in a wide range of everyday situations. Eligible students are those who have: successfully completed introductory Mandarin

Potential Careers:
units HHB031/AMB031 and HHB032/AMB032 at QUT; or successfully completed equivalent Mandarin study elsewhere. Graduates from high schools who have completed Year 12 Mandarin should also enrol in this unit. (Students who have undergone primary and secondary education in China and Taiwan are not eligible for this unit. Students who cannot speak Mandarin Chinese but can read and write Chinese script are not eligible either. They should enrol in AMB030 Mandarin for Chinese.)

Prerequisites: AMB032 or HHB032
Equivalents: HHB033
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1

AMB034 MANDARIN 4
This unit follows on from AMB033. Students further develop their knowledge and skills needed to understand, speak, read and write Mandarin Chinese in a wide range of everyday situations and to give presentations on given topics. Resources include textbook, workbook, CDs, DVDs and online multimedia materials. Students learn about 400 Chinese characters and have further exposure to various aspects of Chinese society and culture.

Prerequisites: AMB033 or HHB033
Equivalents: HHB034
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-2

AMB035 MANDARIN 5
This unit develops students’ communication skills in using Mandarin Chinese at the intermediate level. It provides opportunities for students to further develop and consolidate what they have learned in the previous units, and at the same time it expands students’ knowledge and skills by engaging them in learning new contents and in participating in various types of communicative tasks. Students are exposed to a wide range of topics of interest to them about Chinese society and culture. Resources include textbook, workbook, CDs, DVDs and online multimedia programs.

Prerequisites: AMB034 or HHB034
Credit points: 12

AMB036 MANDARIN 6
This unit continues on from the first semester. It provides Mandarin language instruction and interaction at the intermediate level. It allows students to discuss various aspects of Chinese society and culture in relation to the society and culture they come from and familiar with. Resources include textbook, workbook, CDs, DVDs and online multimedia programs.

Prerequisites: AMB035
Credit points: 12

AMB037 MANDARIN 7
This unit primarily builds on the language skills students have acquired at the intermediate level. It provides further language instruction and interaction for those students who want to develop their communication skills even further in Mandarin Chinese to an advanced level. Apart from set materials, students are also encouraged to make full use of online resources and current computer technology to research on topics of their interest about Chinese language, society and culture. In accordance with student makeup, business Chinese may be included.

Prerequisites: AMB036
Credit points: 12

AMB038 MANDARIN 8
This unit follows on from the first semester. It provides further language instruction and interaction for those students who want to proceed to an advanced proficiency level in Mandarin Chinese. Apart from set materials, students are also encouraged to make full use of online resources and current computer technology to research on topics of their interest about Chinese language, culture and society. In accordance with student makeup, business Chinese may be included.

Prerequisites: AMB037
Credit points: 12

AMB040 INTERNATIONAL INTENSIVE PROGRAM
Equivalents: HHB056
Credit points: 12
Campus: Gardens Point

AMB042 INTERNATIONAL SUMMER SCHOOL OR EQUIVALENT
Equivalents: HHB057
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SUM

AMB043 IN-COUNTRY STUDY - A
This unit involves an approved course of study at a designated foreign institution for one semester.

Equivalents: HHB058
Other prerequisites: Subject to Unit Coordinator approval. Students are required to have completed (AMB031 or HHB031) and (AMB032 or HHB031), GPA of 4.5 or above and completion of 96 credit points of approved study.

Credit points: 48
Campus: Gardens Point
Teaching period: 2011 SEM-1

AMB044 IN-COUNTRY STUDY - B
This unit involves an approved course of study at a designated foreign institution for one semester.

Prerequisites: AMB043
Equivalents: HHB059
Credit points: 48
Campus: Gardens Point

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

Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
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.

**AMB220 ADVERTISING THEORY AND PRACTICE**

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

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

**Antirequisites:** COB308  
**Equivalents:** AMX220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**

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

**Prerequisites:** BSB126 or CTB126  
**Antirequisites:** AMX240, CTB240  
**Equivalents:** AMX220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB252 BUSINESS 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.

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** AMB352  
**Credit points:** 12  
**Campus:** Gardens Point

**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:** BSB126, CTB126, BSB116, or BSB117  
**Equivalents:** AMB260, AMX263  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Equivalents:** AMX264  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB303 INTERNATIONAL LOGISTICS**

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

**Prerequisites:** AMB210, IBB210, AMB240, or CTB240  
**Equivalents:** AMX303, IBB303  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB318 ADVERTISING COPYWRITING**

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

**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221, AMX318  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB319 MEDIA PLANNING**

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

**Prerequisites:** AMB220  
**Equivalents:** AMB222, AMX319  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB320 ADVERTISING MANAGEMENT**

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

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  
**Equivalents:** AMX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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 AMB322  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB335 E-MARKETING STRATEGIES**

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

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

**AMB336 INTERNATIONAL MARKETING**

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

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

**AMB339 ADVERTISING CAMPAIGNS**

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

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

**AMB340 SERVICES MARKETING**

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

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

**AMB359 STRATEGIC MARKETING**

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

**Prerequisites:** AMB340, and AMB335 or AMB241  
**Equivalents:** AMB341, AMX359  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB369 INTERNATIONAL BUSINESS STRATEGY**

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

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

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

Prerequisites: ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)
Equivalents: AMX372
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.

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

AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline's practice and strengthen students' decision-making and critical thinking skills.

Prerequisites: AMB372, AMB301, or AMB262
Equivalents: AMB370, AMX374
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB375 PUBLIC RELATIONS MANAGEMENT
This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.

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

AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.

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

AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.

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

AYB219 TAXATION LAW
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.

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

AYB221 COMPUTERISED ACCOUNTING SYSTEMS
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting
systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.

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

**AYB225 MANAGEMENT ACCOUNTING**

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

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYX225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AYB230 CORPORATIONS LAW**

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

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

**AYB301 AUDIT AND ASSURANCE**

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

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

**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 complements the new international accounting standards. Contracting theory is used.

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

**AYB321 STRATEGIC MANAGEMENT ACCOUNTING**

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

**Prerequisites:** AYB225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AYB340 COMPANY ACCOUNTING**

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

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

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

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

**BSB111 BUSINESS LAW AND ETHICS**
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal principles and ethical decision-making processes relevant to modern business practice.

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

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

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

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

**Antirequisites:** BSD115  
**Equivalents:** BSX115, CTB115  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1

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

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

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

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

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

**Antirequisites:** BSB114, CTB114, HHB113, BSD124

**Equivalents:** BSX124 Credit points: 12

**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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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, BSD126  
**Equivalents:** BSX126, CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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**CLB049 THE GLOBAL TEACHER**

This unit enhances the skills of educators to design curriculum and pedagogy in ways that address global citizenship and educational and human rights.

**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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**CLB101 AUSTRALIAN SOCIETY AND CULTURE**

This unit is designed to provide overseas and Australian students with an understanding of Australian culture and values. It offers insights and understandings about issues that divide Australians as well as events and circumstances that unite the nation.

**Equivalents:** HHB106, HHB108  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**CLB102 AUSTRALIAN HISTORICAL STUDIES**

There are now competing ideologies and contexts shaping, dominating and influencing the way we think historically about Australia. This unit presents a past in Australia that is constructed, invented, contested and open to interpretation.

**Equivalents:** HHB109, HHB252  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

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**CLB103 INTERPRETING THE PAST**

For the purposes of this unit, 'history' will be taken to mean a set of practices developed by professional historians to produce knowledge about the past. The study of these practices promotes understandings of how historians set about their work, the rules that govern their methods, the reliability of historical knowledge and the value of history socially and culturally.

**Equivalents:** HHB121  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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**CLB104 COLONIALISM AND INDEPENDENCE IN ASIA-PACIFIC**

This unit provides a general introduction to the history, geography and cultures of the Asia-Pacific region. It traces the rise and decline of colonial empires, the growth of nationalism in East Asia, Southeast Asia and the Pacific and the dynamic policies of the Asia-Pacific and their search for identity, independence, growth and stability.

**Equivalents:** HHB122  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

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**CLB105 AUSTRALIA AND THE SOUTH PACIFIC**

This unit is based on a critical study of the evolving relationship between Australia and the Pacific Islands. The key issue in this unit is: does Australia have a Pacific history?

**Equivalents:** HHB242, HHB243  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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**CLB106 MODERN CHINA**

The unit provides students with the knowledge of how China, formerly a Dynastic Empire, was disempowered by Western Imperialism, only to obtain independence through the governmental embrace of Communism. The role of powerful individuals in determining China's destiny, and an understanding of how the country's fortunes changed over time are additional features of the content.

**Equivalents:** HHB246  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

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**CLB107 THE CLASSICAL WORLD**

The aim of this unit is to endeavour to explain/understand particular societies and their transition in the Classical World, by focusing attention on selected periods, aspects and individuals pertaining to ancient Greece and Rome.
CLB108 NATIONS AND NATIONALISM IN MODERN EUROPE
This unit will develop an understanding of matters pertinent to the evolution of nationalism in Europe in the modern era. This will include the influence of social movements and cultural and economic issues.

Equivalents: HHB260  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

CLB109 WORLD REGIONS
This unit offers an introductory geographical overview of global regions. This is an excellent basis from which to develop an understanding of complex interrelationships between regions and nations. The integrated knowledge gained is of current and practical value to professionals in many fields requiring a knowledge of international affairs including teachers, planners, journalists, business managers and travellers and people in general.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

CLB110 ENVIRONMENT AND SOCIETY
People and nature interact to create distinctive and dynamic places and landscapes. Applied geography, with its integrating perspective and skills-base, helps us to understand this. The discipline hence addresses some of our most pressing social and environmental problems. Geography objectively views human activities, natural systems and their inter-relationships in terms of consequent spatial patterns and impacts on landscapes, regions and places.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

CLB111 ENVIRONMENTAL HAZARDS
This unit takes a geographical perspective to investigate the characteristics and distribution of environmental hazards, patterns of risk and vulnerability, and how people perceive, manage and adjust to hazardous environments.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

CLB112 SOUTH EAST ASIA IN FOCUS
Australia's interaction with Southeast Asia, including our most populous nearest neighbour, Indonesia, continues to increase in significance. This unit examines aspects of Southeast Asian geography, environment, society and culture, in a contemporary framework.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

CLB113 AUSTRALIAN GEOGRAPHICAL STUDIES
Australia faces challenging problems and changes in relation to its changing population, socio-economic development and environmental sustainability. Many of these problems, relating to land-use and settlement patterns, migration trends, resource and hazard distribution, regional socio-economic structure, remoteness and accessibility etc, have a geographical basis. The aim is to describe and analyse, Australia's natural and social landscapes, their interaction, and the changes occurring in them from a geographical perspective.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

CLB114 GEOGRAPHY IN THE FIELD
The unit builds upon the geography program to develop advanced understanding of social science research approaches and information capture/analysis. This provides a foundation in research and project design, relevant to a wide range of professions. You will develop skills in the preparation of project grant applications and in presenting a research plan orally.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

CLB403 GENDER AND SEXUALITY ISSUES FOR TEACHERS
This unit addresses the following topics: gender and sexualities in cultural and school contexts; historical overview of gender relations; theoretical frameworks for gender and current debates in Australia about gender and equity; femininity and masculinity as social constructs; sexuality and the body; violence and gender; debates about boys' behaviour and performance in Australian schools.

Credit points: 12  Contact hours: 3 per week  Campus: Internet, Kelvin Grove and External  Teaching period: 2011 SEM-2

EDB038 INDIGENOUS AUSTRALIAN CULTURE STUDIES
This unit encourages an appreciation of the two distinct indigenous cultures of Australia and how external forces to Aboriginal and Torres Strait Islander cultures caused social, economic and political changes. It looks at traditional family life and organisation.

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

EDB039 INDIGENOUS POLITICS AND POLITICAL CULTURE
This unit examines issues and influences underlying the world of indigenous politics: political representation; land rights; health; education; community development; criminal
justice; culture and heritage. This unit has an Australian focus with New Zealand and North American comparisons.

Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

EDB040 INDIGENOUS KNOWLEDGE: RESEARCH ETHICS AND PROTOCOLS

This unit provides students with a critical examination of the major ethical and moral issues arising from the designing and conducting of research 'on/in' Australian Indigenous people/communities or issues. The unit examines the calls by Indigenous researchers for the decolonising of research methods - a process which critically examines the historical and philosophical bases of Western research and the frustrations of Indigenous researchers with various Western paradigms, academic traditions and methodologies.

Credit points: 12  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1 and 2011 SEM-2

EDB041 INDIGENOUS AUSTRALIA: COUNTRY, KIN AND CULTURE

This unit aims to expand understanding of issues of importance to Indigenous people and to relate those issues to the practices in human service agencies. The Oodgeroo staff and leaders from the Indigenous community will work with staff from Social Work and Human Services in presenting this unit.

Antirequisites: SWB109  
Credit points: 12  
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB201 FINANCIAL MARKETS

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

Prerequisites: BSB113 or CTB113  
Equivalents: EFX201  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB210 FINANCE 1

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

Prerequisites: BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
Equivalents: EFX210  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-2 and 2011 SUM

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE

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

Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
Antirequisites: EFB101  
Equivalents: EFX222  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB223 ECONOMICS 2

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

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

EFB240 FINANCE FOR INTERNATIONAL BUSINESS

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

Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  
Antirequisites: EFB312, MIB202  
Equivalents: EFX240, IBB202  
Credit points: 12  
Campus: Gardens Point
EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.
Prerequisites: EFB210  Equivalents: EFX307  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 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  Equivalents: EFX312  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB330 INTERMEDIATE MACROECONOMICS
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.
Prerequisites: EFB223 or EFB102  Equivalents: EFB202, EFX330  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
This unit is designed to develop students’ understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which economics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.
Prerequisites: EFB223 or EFB102  Equivalents: EFB211, EFX331  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
This unit is designed to expose students to current and practical applications of behavioural economics that can be used to improve the understanding of important topics in the area of sports, arts and entertainment. It uses an economic approach to explore topics such as superstardom, fakes, fads and herding behaviour, favouritism, awards and creativity, pressure, pay and performance, positional concerns or outcome uncertainty. The theories and methodological tools learned in this unit can also be applied to other economic areas and industries.
Prerequisites: EFB223 or EFB102  Equivalents: EFX332  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB333 INTRODUCTORY ECONOMETRICS
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.
Prerequisites: EFB222 or EFB101  Antirequisites: EFB200  Equivalents: EFX333  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
The unit introduces students to some of the current environmental and natural resource issues confronting society and how planners and decision-makers could better understand and address these problems using economics. This unit demonstrates that economics has a major role to play in helping us to understand and solve some of the environmental problems facing societies. It will be demonstrated that economics can often be used to help protect the environment rather than harm it. The unit would benefit those who wish to work either in the public or the private sector.
Prerequisites: EFB223 or EFB102  Equivalents: EFX334  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1
EFB335 INVESTMENTS
This unit advances the students' understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.
Prerequisites: EFB307  Antirequisites: EFB318 Equivalents: EFX335  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB336 INTERNATIONAL ECONOMICS
International economics advances student understanding of global markets and positions through theories and analyses of trade, intervention, economics, current transactions, capital positions and obligations in an interdependent world. Through considerations of international positions and competitiveness the unit develops a framework for understanding of the prospects and challenges facing firms, organisations, institutions and governments active in the international economy and of the wider issues of global progress and stagnation.
Prerequisites: EFB330 or EFB202, and EFB331 or EFB211  Antirequisites: EFB314  Equivalents: EFX336  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
This unit presents the basic concepts of game theory and its application to economic phenomena, focussing on how individuals and firms deal with uncertainty and situations involving strategic interactions. The theoretical concepts are illustrated with applications from both the private and public sectors. Contents include the economics of uncertainty and information, asymmetric information, auctions, bargaining, markets and competition.
Prerequisites: EFB331 or EFB211  Equivalents: EFX337  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-2

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
EFB338 is a unit designed to summarize your studies in economics. The unit comprises usually of three or more topics of current research in economics. The topics cover micro and macro economics, trends in current theoretical, empirical and economic policy research. The unit is designed to develop your ability to summarise, evaluate and criticise research findings as well as to introduce you to how research in economics evolves to allow you to keep up with the progress made in economics after your degree.
Prerequisites: EFB222 or EFB101, EFB223 or EFB102,
EFB330 or EFB202, and EFB331 or EFB211  Assumed knowledge: This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.  Equivalents: EFB329, EFX338  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-2

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 CTB119 or BSB116  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: MIB208

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

JSB171 JUSTICE AND SOCIETY
The Justice degree is about producing competent justice professionals. In order to achieve this purpose, this degree combines knowledge of the criminal justice system with an understanding and appreciation of the complexities of social justice. The purpose of this unit is to introduce students to the structural parameters of social justice.
Equivalents: JSB131, JSB011, JSB101  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2011 SEM-1

JSB175 SOCIAL ETHICS AND THE JUSTICE SYSTEM
It is essential for those employed within the justice system to be able to competently and confidently work at the borders
between ethics and the law. Ethical ability will enable practitioners to critically assess the moral status of current laws, to interpret acceptable standards of behaviour in situations not covered by the laws, and to develop shared understandings of moral responsibility in justice organizations and the wider community.

**Equivalents:** JSB134  Credit points: 12  Contact hours: 3  Campus: Kelvin Grove

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

**JSB271 POLICY GOVERNANCE AND JUSTICE**

This unit will enable you to become familiar with policy-making practices and wider issues of governance. The unit aims to introduce the theory and practice of public policy with an emphasis on policy issues relevant to criminal and social justice. It analyses processes in policy development such as policy formation, writing, implementation and evaluation. You will gain tools for participating in policy development processes in both the public and community sectors.

**Equivalents:** JSB251, JSB081  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External

**Teaching period:** 2011 SEM-2

**JSB272 THEORIES OF CRIME**

The main aim of this unit is to introduce the student to the study of theoretical criminology. This unit will address the social context of crime but is not exclusively sociological. The study of criminology is essentially multi-disciplinary and this is reflected in the diversity of theoretical approaches. Theory is typically offered as distinct from methods of research, however, together they provide the foundation for policy and practice. The unit provides an analytical framework in order to critically assess the epistemological claims and justifications found in criminological theory. Criminological theories are viewed embedded governmental practices aimed at ensuring the regulation and control of particular ‘problem populations’.

**Antirequisites:** JSN113  Equivalents: JSB231, JSB018  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External

**Teaching period:** 2011 SEM-1

**JSB372 DRUGS AND CRIME**

Drugs, both legal and illegal, present many challenges to individuals, their families and communities as well as the criminal justice and health systems in Australia. This course examines issues and inter-relationships between drugs and crime. The course includes a detailed examination of drug use in Australia, including trends, patterns of usage and explanations for illicit drug use. A concentrated examination of the relationships between drugs and crime is a key focus as well as the current state of policy responses to drug control and prevention in Australia and internationally.

**Credit points:** 12  Campus: Gardens Point and External

**Teaching period:** 2011 SEM-2

**JSB971 GENDER CRIME AND THE CRIMINAL JUSTICE SYSTEM**

This unit examines the experiences and treatment of men and women as criminals, victims and workers within the criminal justice system by asking whether and how: a) offending patterns vary according to gender, b) experiences of victimisation differ for men and women, c) the treatment and experiences of male and female offenders, victims and workers within the criminal justice system differ. Theories about crime, victimisation and criminal justice practice in relation to gender are also explored as are intersections between gender and Indigenous status. Recent developments in criminal justice policy and practice that could potentially effect future change with regard to gender inequities are critically examined.

**Credit points:** 12  Campus: Gardens Point and External

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

**JSB302 POLITICAL COMMUNICATION**

This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.

**Equivalents:** KCB311  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove
period: 2011 SEM-1

KMB003 SEX DRUGS ROCK 'N' ROLL
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.

Equivalents: KMB640 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2011 SEM-1

LWS101 ETHICS LAW AND HEALTH CARE
Nursing practice involves making decisions with and for others. This involves making evaluations of what is in the best interest of others, what are nurses' obligations to others and what will best protect or enhance their well-being. Hence, decision-making in nursing practice is bounded by normative considerations and these normative considerations fall into two groups: those constituted by the law and those constituted by ethics. This unit has been designed to provide for nursing students and practitioners an opportunity to develop a reflective understanding of the place of law and ethics in nursing and a professional awareness of current legal statutes and ethical discussions as they apply to nursing practice.

Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

MDB454 SCIENCE, TECHNOLOGY AND SOCIETY
This unit investigates the interactions and effects that exist between modern science, technology and society both from a social and historical viewpoint. Advances such as the advent of the Internet, genetic modification and nanotechnology are discussed within a context of globalisation, global communications and social change. The unit also includes a study of the nature of science and technology and the nature of scientific knowledge. A major feature of the unit involves groups of students developing and delivering 'a hypothetical' on a contemporary science and technology issue affecting society.

Credit points: 12 Campus: Kelvin Grove Teaching period: 2011 SEM-2

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

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

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

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

MGB207 HUMAN RESOURCE ISSUES AND STRATEGY
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.

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

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

Prerequisites: BSB115 or CTB115 Equivalents: CTB234, MGX210 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisites: BSB123 or BSB122 Antirequisites: AMB201, CTB201 Credit points: 12 Contact hours: 3 Teaching period: 2011 SUM
MGB223 ENTREPRENEURSHIP AND INNOVATION
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.
Prerequisites: BSB115 or CTB115
Equivalents: CTB223, MGX223
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.
Prerequisites: BSB115, CTB115, BSB119 or BSB124
Antirequisites: MGB312
Equivalents: IBB205, MGX225
Credit points: 12
Contact hours: 3
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB309 STRATEGIC MANAGEMENT
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.
Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232
Antirequisites: MIB314
Equivalents: MGX309
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1

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
Equivalents: MGX310
Credit points: 12
Contact hours: 3
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-2

MGB314 ORGANISATIONAL CONSULTING AND CHANGE
Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.
Prerequisites: MGB211, CTB211, MGB222, CTB232, or MGB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1

MGB320 RECRUITMENT AND SELECTION
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.
Prerequisites: MGB339 or MGB221
Equivalents: MGX320
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 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, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1

### MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS

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

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Equivalents:** MGX331  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 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:** 2011 SEM-1 and 2011 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, MGX339  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC

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

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

### MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT

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

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

### NSB113 DIVERSITY AND HEALTH: INTRODUCTION TO INDIGENOUS AND MULTICULTURAL PERSPECTIVES

This unit provides students with foundational understandings in culture and its implications for health care. It includes four modules - culture, self and diversity; understanding and valuing Aboriginal and Torres Strait Islander cultures; Aboriginal and Torres Strait Islander health and wellness; and migrant health issues.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### PUB209 HEALTH, CULTURE AND SOCIETY

This unit is concerned with the social and cultural dimensions of health and illness and how they relate to health status and patterns of behaviour. The unit introduces students to thinking about health from sociological and anthropological perspectives, drawing on relevant concepts and theory to examine selected public health issues. Identifying and addressing social and cultural factors that shape people’s health experiences of health, illness and health systems are integral parts of public health practice in terms of reducing health inequalities, delivering appropriate services, and ultimately improving population health.
outcomes.

**PUB486 ETHICS AND THE LAW IN HEALTH SERVICE DELIVERY**
This unit enables students to develop an awareness of the ethical and legal issues associated with the public sector and health care in the pre-hospital care setting. This unit covers topics relating to the code of ethics, the code of conduct and the legislation unique to the emergency health services. Students are required to apply content knowledge using the problem based learning strategy. Topics include introduction to ethics, morality and ethical theory, bioethics, public sector ethics, overview of the Australian legal system, consent to and refusal of health care, duty of care, confidentiality, and record keeping.

**Prerequisites:** PUB280  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**PYB067 HUMAN SEXUALITY**
This unit explores historical approaches to studying, explaining and regulating human sexuality with an awareness of the social nature of definitions of ‘normal’ or ‘acceptable’ sexual behaviours. Students critically examine definitions of ‘healthy’ or ‘morally acceptable’ or ‘normal’ sexuality. Different models of sexuality are considered with an emphasis on contemporary critiques of the traditional paradigms of sexuality in the West.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2011 SEM-2

**SCB110 SCIENCE CONCEPTS AND GLOBAL SYSTEMS**
You will undertake interdisciplinary study of the physical, geological and biological concepts relating to the origins of life; from the creation of matter and planets, to the emergence of life in all its complexity, culminating in evolution of earth ecosystems. Human influences, overlaid upon earth’s complex systems, will be examined as to their type, extent, and impact. In counterpoint, you will explore the breadth of philosophical developments underlying our search for knowledge; fundamental thoughts and ideas that span the last 2,500 years of human history. Ultimately, these concepts evolved through the development of a scientific method and we explore its workings in relation to the ongoing enterprise of human understanding.

**Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**SWB100 INTRODUCTION TO HUMAN SERVICES AND SOCIAL WORK**
This unit provides an introduction to human services and social work and locates this within the broader context of the welfare state. It examines both the history, and global and national forces, which shape the current direction of welfare policy and the human service industry. The purpose of human service work and the various roles a human service worker may undertake or utilise are explored. The unit challenges students to reflect on their own understandings of human services and human service work, and provides a foundation for detailed study in later years of the course.

**Antirequisites:** HHB100  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**SWB102 THE HUMAN CONDITION**
This unit introduces students to a range of individual, familial and social conditions that impact on the lives and lifestyles of Australians. Attention is directed toward the impact of factors such as age, ability, gender, culture and class, and the identification and exploration of key processes in human growth and development. Students become informed about theories from a range of disciplines and develop a critical and reflective approach to understanding human development. By examining how societies define and respond to human need and adversity students develop a framework for examining the dynamic interaction of individual, interpersonal and social forces.

**Antirequisites:** HHB102  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**SWB103 CONTEMPORARY SOCIAL AND COMMUNITY ISSUES**
This unit explores a number of contemporary social issues relating to social marginalisation and human disadvantage. It locates these issues in a theoretical and descriptive framework thus providing students with both knowledge and analytical skills that are necessary for the ongoing exploration of social issues. It explores the connection between forces at a macro level and human disadvantage and examines the value assumptions that sustain structural inequity. It encourages students to reflect on the implications of structural disadvantage for human service practice and the role of the human service worker as a participant in civil society.

**Antirequisites:** SWB108  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**SWB104 INTERPERSONAL COMMUNICATION**
This unit introduces skills and processes of interpersonal communication as modified by culture, gender and power. Microskills are developed including building rapport, reflective listening, questioning to understand, facilitating and advocating for clients of human services. Interviewing skills and skills in group communication are highlighted. Collaborative models are emphasised and special application includes third party involvement in
communication. [SWB104 is incompatible with HHB113]

**SWB105 INTRODUCTION TO HUMAN RIGHTS AND ETHICS**

This unit explores a range of contemporary national, regional and international human rights challenges and issues. It examines the relationship between human rights, the human rights system and critically important global problems including climate change, poverty, terrorism and oppressive forms of intolerance. It offers opportunities to investigate thematic concerns relating to women, youth, indigenous peoples and minority groups as well as specific topics such as human trafficking, harmful cultural practices, workers rights and child soldiers. The unit draws on a number of academic disciplines and makes extensive use of the Internet and information, communication and collaborative technologies. There are a number of interesting options open for assessment. [SWB105 is incompatible with HHB114]

**Antirequisites:** HHB114  Credit points: 12  Campus: Kelvin Grove

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

**SWB204 CHILD AND FAMILY SERVICES: INTRODUCTION**

This unit is designed to introduce second year students to child and family welfare studies and focuses on approaches to supporting families and promoting change. Initially students will gain an overview of issues facing contemporary Australian families that contribute to family adversity and examine responses to the welfare needs of children and families, including Indigenous families. Students will then critically examine characterisations of successful family relationships and parenting, theories on causes and effects of domestic violence and child maltreatment and the effect of maltreatment on children.

[SWB204 is incompatible with HHB204]

**Antirequisites:** HHB204  Credit points: 12  Campus: Kelvin Grove

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

**SWB206 DISABILITY SERVICES: INTRODUCTION**

This unit links social justice, human rights and empowerment philosophies underpinning courses in the School. It examines the implications of these broad principles in the lives of people with disabilities. The unit explores the theoretical, social and political frameworks for analysing and understanding disability, the principles underpinning current service provision and their impact on the lives of people with disabilities using the service. Also explored are the cultural values and assumptions about disability, and the processes by which these values are translated into human service activity. Finally, the unit examines individual program planning and skill development practices. [SWB206 is incompatible with HHB206]

**Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**SWB207 SERVICES TO YOUNG PEOPLE: INTRODUCTION**

This unit provides an introduction to human services practice with young people. It gives students an overview from both theoretical and operational perspectives. The various theoretical and popular understandings about ‘youth’ or ‘adolescence’ which condition human services provision to young people will be critically explored. Diversity and marginalisation among young people in relation to socio-economic status, gender, race and ethnicity, disability, sexual identity, and geographic location will be examined. The unit briefly overviews contemporary policies, services, and practice frameworks oriented to young people. [SWB207 is incompatible with HHB207]

**Credit points:** 12  **Campus:** Kelvin Grove

**SWB212 COMMUNITY WORK**

Community work as a distinct intervention skill is defined. The unit provides background to community work in Australia. Models of community work are introduced and analysed. Basic skills and techniques are developed: entering a community; building community involvement; developing community action; managing common problems. [SWB212 is incompatible with HHB212]

**Antirequisites:** HHB212, HHB216, SWB216  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**SWB214 TEAM PRACTICE AND GROUP PROCESSES**

A significant methodology used in human service work involves facilitating, supporting or consulting with various groups of people. This unit focuses on the development of skills to utilise this type of intervention appropriately. The
unit aims to provide a basic understanding of the various uses to which group processes may be applied. Group work is located as an intervention process within the human service arena as distinguished from other processes at individual, community and societal level. [SWB214 is incompatible with HHB214]

**Credit points:** 12  **Campus:** Kelvin Grove

**SWB216 THE HUMAN DIMENSIONS OF SPACE**
This unit is a component of the Community Studies major and covers the role of space in contemporary societies: key types of spaces and patterns in their usage; spaces as sites for cultural and symbolic expression; understanding the way inequality can and is reproduced through the configuration and management of space; understanding the way particular public spaces are used and experienced by particular sections of the community eg young people; key issues in public space configuration, management and policy eg enhancing social inclusion, safety and security; links between the economic and social, new urbanism; emerging theory and ideas about good practice in the development or reconfiguration of public and community accessed public spaces. [SWB216 is incompatible with HHB216]

**Antirequisites:** SWB212  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**SWB218 SOCIAL CHANGE, POLITICS, POLICY AND ACTIVISM**
Social activists, including social workers and human service practitioners, commonly work with and on behalf of disadvantaged persons, vulnerable groups and marginalised communities. While multi-causal, the life circumstances of the disadvantaged, vulnerable and marginalised are heavily influenced by the exercise of political power and policies of government. Accordingly, professional practitioners engaged in social activism need to have a thorough understanding of the structure and processes of government and an appreciation of the 'art' of real world politics - 'realpolitik' - and how this shapes policy change. This unit provides you with an introduction to power, politics and government and serves as a foundation for a range of other units. It explores the relationship between political power and disadvantage and encourages you to consider the political sphere of your profession. [SWB218 is incompatible with HHB218]

**Antirequisites:** SWB108  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**SWB219 ETHICAL AND LEGAL DIMENSIONS OF HUMAN SERVICES AND SOCIAL WORK**
This unit aims to produce graduates who have a comprehensive knowledge of the ethical and legal dimensions of human service practice and an understanding of the relevance of such dimensions for professional practice and the empowerment of the disadvantaged. [SWB219 is incompatible with HHB277]

**Prerequisites:** SWB100 and SWB105  **Antirequisites:** HHB277  **Credit points:** 12  **Campus:** Kelvin Grove

**SWB220 PRACTICE THEORIES**
This unit is intended to enable you to develop an understanding of the major theoretical approaches (practice perspectives, practice theories and practice models) underpinning human service practice and critically examine the way theoretical concepts and disciplinary knowledge inform intervention process. [SWB220 is incompatible with HHB278]

**Antirequisites:** HHB278  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**SWB221 SOCIAL WORK PROCESSES AND METHODS**
This unit is intended to enable students to develop knowledge and application skills in practice processes and methods central to social work and human service practice contexts. It aims to orient students to core human service and social work practice processes and methods and enable them to appropriately use these across diverse settings. [SWB221 is incompatible with HHB279]

**Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**SWB222 ADVANCED COMMUNICATION FOR HUMAN SERVICES AND SOCIAL WORK**
[This is a designated unit]
Developed interpersonal communication skills are the cornerstone for both personal and professional relationships. Human service and social work in a broad sense, aim to help people in their struggle for self determination and social justice. At a fundamental level, the struggle for independence, justice and empowerment is facilitated by interpersonal processes involving the effective use of communication and conflict resolution skills. This unit builds the fundamental communication skills essential for professional social work within a diversity of practice settings. It pays particular attention to the needs of Indigenous peoples and clients from ethnically and cultural diverse backgrounds. It develops necessary skills in interpersonal dynamics, interviewing, empathic engagement, relationship building, working with resistant clients, alternate dispute resolution and reflective practice. [SWB222 is incompatible with HHB222], [Designated unit]

**Prerequisites:** HHB113 or SWB104 or PYB007  **Antirequisites:** HHB215  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**SWB223 PEOPLE, SOCIETY AND SOCIAL WORK**
This unit provides an orientation for social work students to the relevance of sociological and psychological understandings of people and society to social work
SWB302 SOCIAL POLICY PROCESSES
This unit includes the following: conceptualising economic, structural change in Australia; understanding emergent ideas about state and society; identifying and contrasting alternative social policies and strategies. The major debates in Social Policy are explored. Analyses of Australia's response and the impact on redistribution in the Welfare State. Current analyses of health, housing, income security, immigration and family policies at federal, state and local government level. [SWB302 is incompatible with HHB213]
Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

SWB304 CHILD AND FAMILY SERVICES: ADVANCED
The unit extends and deepens knowledge gained in Child and Family Introduction. You will particularly focus on developing a framework for assessment with families and gain further knowledge for practice with families who are refugees, where there is domestic violence and in the hospital context. Emphasis is placed on developing strategies to promote the participation of children and young people. You will also enhance skills of identifying worthwhile service change and submission writing.
[SWB304 is incompatible with HHB304]
Prerequisites: SWB204 or HHB204  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

SWB305 COMMUNITY AND YOUTH CORRECTIONS
This unit recognises the need for an overview and understanding of the Queensland community and youth correction systems by Human Service and Social Work practitioners. It provides the legislative framework and structures, processes and principles of the youth and criminal justice system. It explores evidence based interventions and provides practice models and assessment frameworks.
It provides theory and practice skills for working with Indigenous people and examines the role of practitioners in Youth Justice Services and the Department of Corrective Services. The unit requires all students to engage in independent and group activity through seminars, to engage in case studies, critical reflection and active discussions.
[SWB305 is incompatible with HHB305]

Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

SWB306 DISABILITY SERVICES: ADVANCED
This unit builds on concepts and issues introduced in the Disability Services: Introduction unit and is designed to promote understanding of the knowledge required to undertake policy and service development activities within the disability sector. It explores the range of service models relevant to people with a disability across their lifespan. Additionally, it examines the quasi-legal and policy aspects of working in disability service organisations, along with some of the ethical dilemmas inherent in human service provision with particular relevance to people with a disability. [SWB306 is incompatible with HHB306]
Prerequisites: SWB206 or HHB206  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

SWB307 SERVICES TO YOUNG PEOPLE: ADVANCED
Many of the positions available in the human services industry and oriented to young people require specific knowledge, skills and understandings. This unit involves an in-depth exploration of contemporary and emerging areas of direct and indirect practice with young people. Included are early intervention and prevention, youth policy analysis and development, juvenile justice practice, youth and family work, youth health practice, public space practice, accommodation and housing practice, and the interface between human services practice and schools. The unit also examines the legal and ethical dimensions of direct practice as an integral part of the unit. [SWB307 is incompatible with HHB307]
Prerequisites: SWB207 or HHB207  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

SWB308 CHILD PROTECTION INTERVENTION SKILLS
This unit will focus on the development of skills for assessment and intervention to safeguard the welfare and rights of children and young people in families where personal and environmental challenges compromise the child or young person's safety. Particular attention will be paid to skills and processes necessary for maintaining a child-focused approach when working with families who have multiple and complex needs. [SWB308 is incompatible with HHB319]
Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

UBD164 POPULATION AND URBAN STUDIES
This unit introduces the students to the demographic, economic, social and physical aspects of our cities to help understand the nature of cities we live in. The topics
covered include: demographic and economic changes in cities, theoretical models of cities, issues such as social diversity, gentrification, masterplanned communities, and public spaces in cities.

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

**UDB281 GEOGRAPHIC INFORMATION SYSTEMS**
This unit investigates the basic concepts of geographic information systems. Topics to be covered include components of GIS, spatial databases, data acquisition, reference frameworks, use of photographs and images, spatial analysis and graphic output design issues. The unit will highlight the importance of geographic information systems the unit will highlight the importance of geospatial positioning applications in society.

**Equivalents:** PSB631  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1

**UDB282 REMOTE SENSING**
This unit includes the following: history and principals of remote sensing; types of imagery, image interpretation, satellite systems; supervised and unsupervised image classification; interpretation, analysis and presentation of data; applications in the earth sciences.

**Equivalents:** PSB655  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2