Bachelor of Applied Science (in Human Movement Studies) / Bachelor of Business (IX47)

Year offered: 2011
Admissions: No
CRICOS code: 059594D
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $4,209 per semester (indicative)
International Fees (indicative): 2011: $11,125 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 409322
Past rank cut-off: 77
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: 408
Standard credit points per full-time semester: 48
Course coordinator: Dr Claire Gardiner, Director of Undergraduate Studies (QUT Business School); Dr Ian Renshaw (Human Movement Studies)
Discipline coordinator: Ms Ros Kent (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Overview
This course has been replaced by IX17 Bachelor of Exercise and Movement Science/ Bachelor of Business from first semester 2010, therefore, there will be no further intake for this course.

Continuing students will complete their course requirements in IX47 Bachelor of Applied Science (in Human Movement Studies)/Bachelor of Business.

This double degree combines training for careers in a range of exercise and sports science settings with the strength of general business theory and skills.

Professional Recognition

Graduates of the Bachelor of Applied Science (in Human Movement Studies) degree are eligible for membership of Exercise and Sports Science Australia (ESSA).

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 408 credit points comprised of 216 credit points from the Bachelor of Applied Science (in Human Movement Studies) program and 192 credit points from the Bachelor of Business program.

Business component:
8 QUT Business School Core units (96 credit points)
8 Major Core units (all Business majors including Accountancy, Advertising, Banking & Finance (continuing students only), Economics, Finance, Human Resource Management, International Business, Management, Marketing and Public Relations) (96 credit points)

Please note that students must complete the special course requirements for (BS56/BS05) Bachelor of Business and (HM42) Bachelor of Applied Science degrees.

Recommended Study
Any of: Maths B or C, Chemistry, Physics, Biological Science, Health Education, Physical Education, or Health and Physical Education.

Other Course Requirements
There are additional costs associated with this course including the purchase of the practicum shirt (approximately $50), the attainment of a current first aid certificate prior to commencement of year three and a Blue Card to work with children depending upon the practicum site. Attendance at the orientation camp is highly recommended though not compulsory (approximately $115).

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.

**Important Information for Business Students**

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

**Further Information**

For more information about this course, please contact the School of Human Movement Studies on +617 3138 4810 or email enquirieshms@qut.com

**Full Time Course structure**

### Year 1 Semester 1

<table>
<thead>
<tr>
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<tbody>
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<tr>
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<td>Accounting</td>
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<td>HMB378</td>
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**Advertising Major**

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**Economics Major**

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### Year 4 Semester 2

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<tbody>
<tr>
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**Choice Units**

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

**Important Note:**

Note: The remaining Business School Core Units are BSB119 and BSB126 which must be completed.

### Finance Major

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<td>BSB124</td>
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**Year 2 Semester 1**

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**Year 4 Semester 2**

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### Human Resource Management Major

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**Year 3 Semester 2**

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**Year 4 Semester 1**

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**Year 4 Semester 2**

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### International Business Major

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**Important Note for Business Students**

Note: Please refer to BS56 course note for Recoding/renaming of units and discontinuation of units.

**Economics Major**

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**Human Resource Management Major**

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MGB315  Personal and Professional Development
MGB335  Project Management
HRM students must choose two from the above list (one must be a Level 3 unit).

International Business Major

Year 1 Semester 1
BSB119  International and Electronic Business
BSB126  Marketing

Year 1 Semester 2
BSB110  Accounting
BSB115  Management, People and Organisations

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

Year 2 Semester 2
BSB111  Business Law and Ethics
BSB113  Economics

Year 3 Semester 1
IBB202  Fundamentals of International Finance
IBB217  Asian Business Development
or
IBB208  European Business Development

Year 3 Semester 2
IBB210  Export Management
IBB317  Contemporary Business in Asia
or
IBB308  Contemporary Business in Europe

Year 4 Semester 1
IBB213  International Marketing
IBB205  Intercultural Communication and Negotiation

Year 4 Semester 2
IBB300  International Business Strategy
IBB303  International Logistics

Management Major

Year 1 Semester 1
BSB113  Economics

BSB115  Management, People and Organisations
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  International and Electronic Business
MGB310  Sustainability in A Changing Environment

Year 4 Semester 1
MGB309  Strategic Management
Management Option Unit

Year 4 Semester 2
MGB335  Project Management
Management Option Unit

Management Option Unit List:
Management students must choose two from the above list (one must be a Level 3 unit):
MGB201  Contemporary Employment Relations
MGB324  Managing Business Growth
MGB370  Personal and Professional Development
MGB314  Organisational Consulting and Change
MGB225  Intercultural Communication and Negotiation Skills

Marketing Major

Year 1 Semester 1
BSB122  Quantitative Analysis and Finance
BSB126  Marketing

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<td>BSB115</td>
<td>Management, People and Organisations</td>
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<td>BSB114</td>
<td>Government, Business and Society</td>
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<td>BSB119</td>
<td>International and Electronic Business</td>
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<td>BSB111</td>
<td>Business Law and Ethics</td>
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<td>Economics</td>
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<td>AMB201</td>
<td>Marketing and Audience Research</td>
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<td>E-Marketing Strategies</td>
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<td>Services Marketing</td>
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<td>AMB222</td>
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<td>AMB321</td>
<td>is now AMB339 Advertising Campaigns</td>
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<td>EFB211</td>
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Microeconomics

EFB314 is replaced by EFB336 International Economics

EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212 is replaced by AYB114 Business Technologies

BSB213 is replaced by AYB115 Governance Issues and Fraud

BSB314 is replaced by Forensic and Business Intelligence

ITB233 is now INB312 Enterprise Systems Application

ITB823 is now INB830 Web Sites for E-Commerce

ITB239 is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220 now retitled MGB220 Business Research Methods

MGB221 is now MGB339 Performance and Reward

International Business Core units

IBB202 is replaced by EFB240 Finance for International Business

IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB210 is now replaced by AMB210 Importing and Exporting

IBB213 is now AMB336 International Marketing

IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB300 is now AMB369 International Business Strategy

IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

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

Marketing Core units

AMB241 is now AMB335 E-Marketing Strategies

AMB341 is now AMB359 Strategic Marketing

Public Relations Core units

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB360 is replaced by AMB373 Corporate

Communication

AMB361 is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223 replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

AYB305 is replaced by AYB205 Law of Business Entities

AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223 is replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230 now retitled AMB230 Digital Promotions

AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

EFB318 is replaced by EFB335 Investments

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

EFB200 is replaced by EFB333 Introductory Econometrics

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Macroeconomics

EFB325 is replaced by EFB336 International Economics

EFB318 is replaced by EFB335 Investments

EFB324 is replaced by EFB337 Game Theory and Applications

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

EFB200 is replaced by EFB333 Introductory Econometrics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318 is replaced by EFB335 Investments
AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315 is now MGB370 Personal and Professional Development

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

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

International Business Extended Major (IBX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

IBB303 is now AMB303 International Logistics

AMB230 now retitled AMB230 Digital Promotions

IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

MGB218 is now MGB324 Managing Business Growth

MGB315 is now MGB370 Personal & Professional Development

IBB210 is replaced by AMB210 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 AMB341 Forensic and Business Intelligence

ITB233 is now INB312 Enterprise Systems Applications

ITB823 is now INB830 Web Sites for E-Commerce

ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Macroeconomics

EFB329 is now 338 Contemporary Applications of Economics

EFB314 is replaced by EB336 International Economics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB230 now retitled AMB230 Digital Promotions

AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics

BSB314 is replaced by AYB341 Forensic and Business Intelligence

IBB210 is replaced by AMB210 Importing and Exporting

EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills
International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:
Account Executive, Administrator, Advertising Professional, Aged Services Worker, Banker, Banking and Finance Professional, Biomechanical Engineer, Business Analyst, Certified Practicing Accountant, Community Education Officer, Community Health Officer, Community Worker, Disability Services Worker, Exchange Student, Exercise Physiologist, Facilities Manager, Family Services Officer, Fitness Assessor/Personal Trainer, Government Officer, Health Information Manager, Health Physicist, Health Services Manager, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Information Officer, International Business Specialist, Manager, Medical Equipment Sales, Occupational Health and Safety Officer, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Sports Scientist, Trainer, Youth Worker.

UNIT SYNOPSIS

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.
Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: MIB204
Equivalent: AMX200, CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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Prerequisite(s): BSB126 or BSB116 or BSB117 or CTB126
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER
Incompatible with: MIB204 or CTB200

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.
Prerequisite(s): BSB126 or BSB116 or BSB117 or CTB126
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER
Incompatible with: MIB305, MGB220 or COB334 or CTB201

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a "total" approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.
Prerequisite(s): BSB126 or BSB116 or BSB117 or CTB126
Contact hours: 3 per week    Campus: Gardens Point   
Teaching period: 2008 SEM-1 and 2008 SEM-2    Incompatible with: COB207, MIB309

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

Prerequisite(s): BSB126 or CTB126 or BSB116 or BSB117  
Antirequisite(s): COB308  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisite(s): BSB119 or CTB119  
Equivalents: AMX210  
Credit points: 12  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisite(s): BSB126, CTB126, BSB116, or BSB117  
Antirequisite(s): COB308  
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.

Prerequisite(s): BSB126 or CTB126  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2008 SEM-1 and 2008 SEM-2    Incompatible with: MIB217 or CTB240

AMB240 E-MARKETING STRATEGIES
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

Prerequisite(s): BSB116 or BSB126 or CTB126; and AMB240 or CTB240  
Credit points: 12  
Contact hours:
AMB260 PUBLIC RELATIONS THEORY AND PRACTICE
This unit introduces the student to the theory and research that serves as the foundation of the practice of public relations. The unit surveys the history of the discipline, the theories on which the discipline is based, and current models of practice. The unit focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics.
Prerequisite(s): BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of previous study for non-Business students only  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: COB325

AMB261 MEDIA RELATIONS AND PUBLICITY
This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.
Prerequisite(s): AMB260  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: COB329

AMB262 PUBLIC RELATIONS WRITING
This unit will introduce students to a range of public relations writing needs. With heavy practical emphasis, the students will create a substantial portfolio of writing across controlled and uncontrolled media. Writing for print and electronic forms is covered as well as new/interactive media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the research components of the writing exercise as well as the writing/rewriting cycle.
Prerequisite(s): AMB260  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: COB326

AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.
Prerequisite(s): 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.
Prerequisite(s): 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.
Prerequisite(s): 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 AMB222  
**Equivalents:** AMX330  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2  
**Teaching period:** 2011 SUM

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

AMB352 MARKETING DECISION MAKING
The nature of decisions and decision models in specific strategic and tactical areas of marketing management are examined in this unit. Decisions related to sales forecasting, market analysis, product planning, pricing, promotion and distribution are viewed from quantitative and qualitative perspectives. Students are exposed to computer software and analysis skills that aid the marketing decision process and build their analytical skills of direct relevance in marketing practice. The unit also embraces the analysis and application of marketing information systems including database marketing and the Internet as a marketing information resource.
Prerequisite(s): AMB240 or CTB240 or MIB217
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Incompatible with: MIB320, MIB216

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

AMB360 CORPORATE COMMUNICATION MANAGEMENT
The unit explores the corporate communication management function within an organisation and identifies how decisions about the use of various corporate communication solutions are made. Emphasis is placed on the role of corporate communication in management systems, the nature and processes of information management in corporate communication and environmental analysis. The unit also draws on contemporary issues in corporate communication management including issues management, ethical and legal considerations in practice and the role of corporate communication in organisational change.
Prerequisite(s): AMB261 and AMB262
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2
AMB361 PUBLIC RELATIONS CAMPAIGNS
This unit focuses on the public relations campaign planning process from problem identification and research through to strategy development, campaign development and evaluation. It is designed to meet the students' interests in understanding how various campaign elements come together and to test their ability to integrate their prior learning in the introductory theory and practice units. To service the practice elements of public relations implementation, the unit incorporates a number of client service aspects. Students are expected to research, develop and present their plans. This unit incorporates real world clients to enhance the students’ portfolios.
Prerequisite(s): AMB201 or MGB220 or CTB201, AMB261 and AMB262 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-1 and 2008 SEM-2 Incompatible with: COB323, AMB381

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

AMB370 PUBLIC RELATIONS CASES
This unit will provide students with an understanding of a wide range of public relations challenges in order to build a better range of experience with management level organisational issues. Australian and international cases will be used to explore different components of public relations practice.
Prerequisite(s): AMB261 or AMB262 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-1

AMB371 CORPORATE COMMUNICATION STRATEGIES
This unit provides students with an understanding of the development and analysis of communication strategy in public relations and corporate communication. Students learn theory and practice for systematic analysis of the “fit” between environmental factors and organisational resources, the resulting communication problems and development of communication strategies. Students integrate theory and research in such areas as media effects, organisational change, diffusion, and persuasion for analysis and development of communication strategy.

Prerequisite(s): AMB360 or AMB361 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-2

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

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

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

AMB375 PUBLIC RELATIONS MANAGEMENT
This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.
Prerequisites: AMB372 and AMB373, or AMB360 Equivalents: AMX375 Credit points: 12 Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2
AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.

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

AYB121 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.

Prerequisite(s): BSB110 or CTB110
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER

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

AYB220 COMPANY ACCOUNTING
This unit includes: the preparation of consolidated financial statements; an overview of the statutory requirements that dictate the format and content of published financial reports of companies; the requirements of the Corporations Act 2001 and the major disclosure orientated accounting standards; accounting for income tax; accounting for the acquisition of assets (including entities); accounting for investments in associates; accounting for foreign currency transactions arising from international trading and financing; and the translation of the results of foreign operations.

Prerequisite(s): AYB121
Credit points: 12
Contact hours: 3.5 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2

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

Prerequisite(s): BSB110 or CTB110, BSB122 or CTB122
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 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.
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

AYB223 LAW OF BUSINESS ASSOCIATIONS
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.
Prerequisite(s): BSB111 or CTB111  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 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

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.
Prerequisite(s): BSB110 or CTB110  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2

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

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

AYB301 AUDITING
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion.
on the financial reports of various types of entities. Ethics and auditor's liability are also covered. **Prerequisite(s):** AYB220 & AYB221  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER

**AYB311 FINANCIAL ACCOUNTING ISSUES**

This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used.  
**Prerequisite(s):** AYB220  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2

**AYB311 FINANCIAL ACCOUNTING ISSUES**

This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used.  
**Prerequisite(s):** 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.  
**Prerequisite(s):** AYB225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AYB325 TAXATION LAW**

This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.  
**Prerequisite(s):** AYB223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 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...

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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.

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
**Incompatible with:** BSD110, CTB110, CNB293, UDB342

**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

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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.

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
**Incompatible with:** AYB120, CTB113

**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

**BSB108 GOVERNMENT, BUSINESS AND SOCIETY**  
This unit provides a basic grounding in the principles, institutions and functions of government 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:** BSD110, CNB293, UDB342  
**Equivalents:** BSX110, CTB110, CNB293, UDB342  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  
**Incompatible with:** BSD110, CTB110, CNB293, UDB342

**BSB114 GOVERNMENT, BUSINESS AND SOCIETY**  
This unit provides a basic grounding in the principles, institutions and functions of government 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, PEOPLE AND ORGANISATIONS
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.

Contact hours: 3 per week  Campus: Gardens Point and Carseldine  Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  Incompatible with: BSB115, CTB115

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

Antirequisites: BSB115  Equivalents: BSX115, CTB115  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1

BSB119 INTERNATIONAL AND ELECTRONIC BUSINESS
This unit integrates two rapidly expanding areas of business studies: international business and e-business. Doing business across international borders is facilitated by e-business technologies. This unit explores the nature and models of international business and e-business and how e-business technologies facilitate international business and add value to the business. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. 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, BSB119  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

BSB122 QUANTITATIVE ANALYSIS AND FINANCE
To maintain the competitiveness of, and add value to, an organisation, today’s managers have to make critical business and financial decisions. This unit is a preliminary study of the techniques for analysing business information, and will provide students with a framework for understanding the fundamentals of business and financial decision making. Topics include the following: the basic techniques of organisating and analysing data; the application of probability and probability distributions; understanding a firm’s investing, financing and dividend decisions; and the three main ideas underpinning financial decisions (time value of money, diversification and arbitrage).

Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Carseldine  Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER  Incompatible with: BSB117, CTB122

BSB123 DATA ANALYSIS

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

BSB124 WORKING IN BUSINESS

Teaching period: 2008 SUMMER

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

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

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

Contact hours: 4 per week
Campus: Gardens Point and Carseldine
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER
Incompatible with: BSB116, CTB126

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

Prerequisite(s): BSB122 or CTB122
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER
Incompatible with: MAB101, MAB237, MAB347

EFB102 ECONOMICS 2
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

Prerequisite(s): BSB113 or CTB113
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER

EFB200 APPLIED REGRESSION ANALYSIS
This unit expands on the basic multiple regression model introduced in EFB101, by examining the practical problems encountered in using the single equation econometric model. In particular, the major problems encountered using real data, such as multicolinearity, serial correlation in time series data and heteroskedasticity in the case of cross-sectional data, specification error, and alternative functional form issues will be illustrated in the context of published Australian data. The unit includes extensive use of a commonly used computer package to allow the practical application of the various techniques.

Prerequisite(s): EFB101 or MAB101
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1

EFB201 FINANCIAL MARKETS
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial
institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives. **Prerequisite(s):** BSB122 or CTB122 completed from Sem 2, 2004; or EFB210. **Credit points:** 12. **Contact hours:** 3 per week. **Campus:** Gardens Point. **Teaching period:** 2008 SEM-1 and 2008 SEM-2

**EFB201 FINANCIAL MARKETS**
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives. **Prerequisites:** BSB113 or CTB113. **Equivalents:** EFX210. **Credit points:** 12. **Contact hours:** 3 per week. **Campus:** Gardens Point. **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB202 BUSINESS CYCLES AND ECONOMIC GROWTH**
This unit develops an analytical framework in order to evaluate the macroeconomic performance of the Australian economy and the policy actions taken by government. Key issues addressed include business cycle stabilisation, unemployment, inflation, economic growth, the balance of payments, the Commonwealth budget and national saving. **Prerequisite(s):** EFB102. **Credit points:** 12. **Contact hours:** 3 per week. **Campus:** Gardens Point. **Teaching period:** 2008 SEM-1

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

**EFB211 FIRMS, MARKETS AND RESOURCES**
This unit is concerned with the economic analysis of the decisions and actions of consumers, firms, and governments in modern economies. It develops student understanding of that body of economics that is expressly concerned with the operations of, and inter-relationships between, the individual units of the economy. The unit is designed, not only to foster both clear thinking about the interplay between government, private firms, and consumers, but also to develop the student's ability to apply microeconomic concepts to economic problems that the student has not previously encountered. **Prerequisite(s):** EFB102. **Credit points:** 12. **Contact hours:** 3 per week. **Campus:** Gardens Point. **Teaching period:** 2008 SEM-1

**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.
EFB240 FINANCE FOR INTERNATIONAL BUSINESS
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.
Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)
Antirequisites: EFB312, MIB202
Equivalents: EFX240, IBB202
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.
Prerequisite(s): EFB210
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.
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.
Prerequisite(s): EFB206 or EFB210
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2
Incompatible with: EFB212, IBB202

EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.
Prerequisites: EFB210
Antirequisites: EFB212, IBB202, EFB240
Equivalents: EFX312
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB314 INTERNATIONAL TRADE AND ECONOMIC COMPETITIVENESS
The unit analyses the increasing globalisation of world trade and investment, and develops an analytical framework to assess the impact of these flows on the Australian economy, its businesses, people and policy makers. It examines the patterns of trade and capital flow.
Prerequisite(s): EFB211 & EFB202
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-2
Incompatible with: EFB212

EFB318 PORTFOLIO AND SECURITY ANALYSIS
This unit addresses the following topics: management of investment portfolios; diversification; performance management; risk management; advanced asset pricing models; equity valuation strategies and fixed interest risk analysis.
Prerequisite(s): EFB307
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2008 SEM-1

EFB328 PUBLIC ECONOMICS AND FINANCE
The major topics/areas covered in this unit include principles underlying government provision, distribution and
finance as responses to market failure, externalities and government intervention in the presence of externalities and economics of pollution control. Cost benefit analysis and the environment are also dealt with under this section. In the next section we provide an introduction to taxation and then we discuss tax compliance and reform of the tax system.
Under education the unit will cover the following: Market failure and government failure in education, financing of education and education outcomes, consumer choice in education and economic analysis of current directions in education reform. Under health the unit will cover topics such as demand for health, health sector targets and instruments of public policy, health care financing and outputs in Australia and problems of information in the health sector.

**Prerequisite(s):** EFB211  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-2

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

**Prerequisite(s):** 192 credit points of study, including EFB202 and EFB211  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2008 SEM-2  **Incompatible with:** EFB323

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

**EFB335 INVESTMENTS**

This unit advances the students’ understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.  
Prerequisites: EFB307  
Antirequisites: EFB318  
Equivalents: EFX335  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**EFB336 INTERNATIONAL ECONOMICS**

International economics advances student understanding of global markets and positions through theories and analyses of trade, intervention, currencies, current transactions, capital positions and obligations in an interdependent world. Through considerations of international positions and competitiveness the unit develops a framework for understanding 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

**EFB340 FINANCE CAPSTONE**

This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the forum to practice their finance skills in an applied setting which acts as a bridge between university studies and real-world employment in the financial services industry.  
Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period as EFB340.  
Equivalents: EFX340  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**HMB171 FITNESS HEALTH AND WELLNESS**

The dimensions and interrelationships of health, physical activity and wellness are studied. Basic principles of conditioning and exercise prescription necessary to demonstrate the impact of physical activity on lifestyle diseases, health behaviours and wellness are examined. Principles and theory of behaviour change are employed.  
Credit points: 12  
Contact hours: 3-4 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

**HMB172 NUTRITION AND PHYSICAL ACTIVITY**

This unit is an introduction to principles of nutrition in relation to the physical activity setting, and the role of nutrition and physical activity in weight management. This unit also covers the essential elements of child growth and development (auxology) in relation to nutrition and health. The unit is designed to underpin studies in exercise physiology and sports nutrition.  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**HMB271 FOUNDATIONS OF MOTOR CONTROL, LEARNING AND DEVELOPMENT**

This unit introduces students to the behavioural and neural bases of movement control through an examination of the central nervous and neuromuscular systems, hierarchical control, human information processing and dynamical systems. It covers elements of sensory mechanisms related
to movement. Foundations of motor learning and adaptation are introduced, linking underlying mechanisms of learning with principles that may be applied in teaching, coaching and rehabilitation.

Prerequisites: LSB131 or LSB231 or LSB255  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

HMB272 BIOMECHANICS
This unit includes the application of mechanics as they apply to Human Movement including: kinematics and dynamics of human body models; quantitative analysis; impact; work and power; fluid dynamics; material properties.
Prerequisites: LSB131  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

HMB273 EXERCISE PHYSIOLOGY 1
This unit describes the immediate physiological responses to exercise, and the adaptations that occur with long-term exercise training. Exercise places a demand on the human body to provide sufficient energy to perform. The metabolic, hormonal, cardiovascular and pulmonary systems must adapt to meet the challenge of homeostasis. The active skeletal muscle must increase extraction and utilisation of oxygen and other fuels, the cardiovascular system must respond to improved gas and fuel transport, and lung function must change to facilitate increased respiratory gas exchange.
NOTE for Summer Semester students: Teaching will not commence until January 2010, but some unit information will be available from 16 November 2009.
Students wishing to enrol up to the beginning of January will need to email enquirieshms@qut.edu.au
Prerequisites: LSB231 or LSB142  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

HMB274 FUNCTIONAL ANATOMY
This unit includes the following: surface anatomy of the trunk and upper and lower limb; morphological and mechanical properties of bone, muscle-tendon units with implications for physical activity; joint structure and function; analyses of movement tasks including walking and running; cinematography and electromyography in functional anatomy of movement tasks.
Prerequisites: LSB131 or LSB255  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SUM-2 and 2011 SEM-1

HMB275 EXERCISE AND SPORT PSYCHOLOGY
This unit includes the following: introduction to the psychological factors which influence performance, participation and adherence to both sport and exercise programs; personality and the athlete; attention and arousal; relaxation theory and practice; aggression and psychosocial development; leadership and team cohesion.
Prerequisites: PYB100 or PYB012 or EDB002  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

HMB276 RESEARCH IN HUMAN MOVEMENT
This unit includes principles of research: purposes, philosophy, applications. It addresses quantitative research including basic statistics, descriptives, ANOVA, correlation, regression and non-parametrics, and basic research design hypothesis testing. Qualitative research includes methodology, data collection, and theory building. Research presentation includes: writing a research report and developing conclusions. This unit also considers application of research, examples in human movement, related literature, computer data analysis, and information retrieval.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

HMB282 RESISTANCE TRAINING
This unit aims to equip students with the basic knowledge, skills and competencies required for exercise prescription in resistance training for muscular fitness. Students build on prior knowledge of biomechanics, anatomy, physiology and motor control to develop understanding of the mechanical and physiological determinants of muscular fitness. The unit incorporates a blend of theoretical background, practical knowledge and skills in the main areas of muscular hypertrophy, strength, power and endurance. This understanding is then used to critically analyse resistance training programs.
Prerequisites: LSB131  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

HMB313 SOCIO-CULTURAL FOUNDATIONS OF PHYSICAL ACTIVITY
This unit lays a foundation in the disciplines of the socio-cultural areas which underpin the study of human movement. It serves as an introduction to the historical, sociological, philosophical, anthropological and cultural foundations of sports, games and leisure activities.
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

HMB361 FUNCTIONAL ANATOMY 2
This is a project-based unit designed to enable students with a background in functional anatomy to develop greater expertise in one or a combination of the following areas: electromyography; orthopaedic biomechanics; kinesiology of sport and work; comparative functional anatomy; locomotion and posture; research techniques in functional anatomy.
Prerequisites: HMB274  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove

HMB362 BIOMECHANICS 2
This unit includes the following: measurement techniques within biomechanics; analysis of force systems; photographic, goniometric and elecrtrographic analysis of movement; an introduction to viscoelasticity and biological materials; material properties; mass and inertial characteristics of the human body; applied aspects of biomechanics undertaken from a research project perspective
Prerequisites: HMB272 and HMB274  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

HMB371 MOTOR CONTROL AND LEARNING 2
This is an advanced unit which provides an in-depth view of theories and concepts in motor learning and control; how we control actions in both everyday and skilled behaviours, and how this capability is acquired. This course provides a multidisciplinary perspective, drawing on research from psychology, neuroscience, biomechanics, robotics, neural networks and medicine. The unit is organised around the theme of sensorimotor integration as related to posture and balance, locomotion and arm movements such as reaching, grasping and pointing.
Prerequisites: HMB271  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

HMB378 NEUROLOGICAL, PSYCHOLOGICAL AND MUSCULOSKELETAL DISORDERS
This unit builds on foundation units to examine selected disorders of human movement that have a neurological, psychological or musculoskeletal basis. The unit identifies major features of each disease together with assessment methods, and forms the basis for subsequent units in clinical exercise prescription.
Prerequisites: HMB271, HMB272, HMB273, HMB274  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

HMB379 DISORDERS OF HUMAN MOVEMENT
This unit introduces a selection of disorders and disease states that limit or alter the capacity for movement and physical activity. Each is described in terms of relevant epidemiology and pathophysiology, emphasising the relationship between each disorder and movement or activity, together with factors affecting this relationship. The unit provides students with a basic knowledge of a selection of movement-related disorders, as a foundation for subsequent applications, whether in research, working with special populations, in rehabilitation, or in other clinical settings. The unit also enhances the ability of students to independently study disorders not covered in the unit.
Prerequisites: HMB271  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove

HMB381 EXERCISE PHYSIOLOGY 2
This unit examines the integrated regulation of the organ system examined in Exercise Physiology 1. Within this integrated perspective current research areas will be highlighted, including but not limited to (1) exercise performance and environmental stress, (2) special aids to exercise training and performance, and (3) limitations to exercise in healthy normal individuals, elite athletes and selected patient populations.
Prerequisites: HMB273  Credit points: 12  Contact hours: 3-4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

HMB382 PRINCIPLES OF EXERCISE PRESCRIPTION
In this unit, students examine the physiological principles and methods used in training and conditioning programs at all levels of physical activity. The integration of fitness assessment and exercise prescription is a major component of the unit, introducing the student to these requirements in the context of aerobic conditioning, resistance training, weight loss and flexibility. There is a strong emphasis on putting theory into practice, including the development and utilisation of appropriate practical skills in both fitness assessment and exercise prescription.
Prerequisites: HMB273 and HMB282  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

HMB384 INJURY PREVENTION AND REHABILITATION
This unit considers the following: epidemiology and nature of common injuries that occur at home, school, work and during sporting activities; current philosophies of preventative measures and strategies for the treatment and rehabilitation of injuries; the role of health training, exercise and fitness in injury prevention, treatment and rehabilitation regimes; the pathology of injuries and repair processes highlighted by examining specific examples.
Prerequisites: HMB274  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

HMB470 PRACTICUM 1
In the first of the Human Movement dedicated practicum units, students undertake in-depth experience at two different workplaces (40 hours each) while maintaining ongoing involvement in the School's clinics (20 hours). The student is provided with an extended opportunity to apply classroom learned knowledge and skills under the supervision of Human Movement Practitioners. Workplace involvement is preceded by a vocational skill seminar and workshop program while an interactive analysis program is instigated post practicum. [Designated unit]
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 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-1 Incompatible with: MIB208

IBB210 EXPORT MANAGEMENT
This unit presents students with information critical for the successful planning, organisation, implementation and control of export operations. The unit is highly applied and covers practical aspects of the production, dispatch and distribution of products for international markets. Specifically the unit addresses legal, documentary, physical and financial challenges to the delivery of goods and services, and to the assured receipt of payment in return for that delivery. The processes of planning, market analysis, information gathering, cooperative arrangements with government and other firms are all considered. Contemporary developments in technological applications and business practices are illustrated.
Prerequisite(s): BSB119 or CTB119 or 96 credit points of approved study Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008 SEM-1 and 2008 SEM-2 Incompatible with: MIB210

IBB213 INTERNATIONAL MARKETING
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.
Prerequisite(s): BSB119 or CTB119 & BSB126 or CTB126; or BSB116 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2008
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  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1  Incompatible with: MIB200

IBB300 INTERNATIONAL BUSINESS STRATEGY
This unit aims to develop student competencies in the analysis of issues and problems encountered by international firms in the formulation and implementation of business strategies. The unit emphasises the connection between core competencies, strategy and corporate performance and uses case studies to analyse the strategic behaviour of global companies. Issues examined include: the forms of international involvement and entry mode strategies; organisational structures, control and cultural diversity; multinational versus global competitive strategies; the formulation and implementation of strategies of international cooperation and strategic alliances; small and medium enterprise (SME) strategies to compete in global markets.
Prerequisite(s): IBB213 or IBB211 or IBB210 or 96 cp of approved study  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: MIB200, MGB330

IBB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.
Prerequisite(s): IBB210 or AMB240 or CTB240 or 96 credit points of approved study  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2  Incompatible with: MIB303

IBB308 CONTEMPORARY BUSINESS IN EUROPE
Building on the historical understandings established in the prerequisite unit, this unit analyses contemporary issues relevant to business in Europe. Areas of study include: the growth of regional cooperation in Europe; business and regional cooperation; European Union policies and impacts; challenges of doing business in the emerging markets of Central and Eastern Europe. Case studies of contemporary business activities in Europe including entry to European markets will be used in the analysis.
Prerequisite(s): IBB208 or MIB208 or 96 credit points of approved study  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2  Incompatible with: MIB300

IBB317 CONTEMPORARY BUSINESS IN ASIA
This unit gives students an understanding of the practical challenges of doing business in East Asia. It explains current cultural, social, institutional and regulatory factors that impact upon enterprises in Asia. The unit analyses business strategy, production and procurement, and distribution and marketing in select Asian markets. It addresses contemporary trends: market access; corporate governance; consumer demographics and tastes; the structure and competitiveness of local and foreign firms; integration of new business technologies; the rapid economic and legal reform taking place in East Asia.
Prerequisite(s): IBB217 or MIB200 or 96 credit points of approved study  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2  Incompatible with: MIB317

LSB131 ANATOMY
This unit includes basic concepts of anatomy: an overview of the structure of cells, body tissues, and body systems; aspects of surface anatomy which are relevant to human movement; musculoskeletal systems.
Antirequisites: LSB142, LSB182, LSB258  Equivalents: LSB145  Credit points: 12  Contact hours: 5 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

LSB231 PHYSIOLOGY
This unit covers the general physiological principles such as homeostasis and how all systems in the body contribute to it. Topics include cells, transport processes, cardiovascular system, cardiac electrical activity, cardiac output, regulation of blood pressure, respiratory system, endocrine system,
pulmonary ventilation and its function.

Antirequisites: LSB250  Equivalents: LSB245  Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  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

MGB200 LEADING ORGANISATIONS
Prerequisite(s): BSB115 or CTB115  Credit points: 12  Contact hours: 3  Teaching period: 2008 SEM-2 and 2008 SUMMER  Incompatible with: MGB211, CTB211, MGB222, CTB232

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

MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
This unit provides an overview of the complex legal, social and political arrangements underpinning organisational life in Australia. The employment relationship and its legal context is central to organisational operations. The unit addresses the identification and analysis of the rights and responsibilities of people at the workplace, and the institutions governing the conduct of the different parties involved in the employment relationship. Current issues are examined from the perspective of the interactions between individual workers, unions, employers, employer groups, tribunals, government and international bodies to enable students to understand the broader context of the legal obligations of the parties.

Prerequisite(s): MGB211 or CTB211 or MGB222 or CTB232 or MGB200  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1

MGB207 HUMAN RESOURCE ISSUES AND STRATEGY
This unit identifies a range of contemporary human resource management issues facing Australian organisations. These are explored and analysed through examining a range of alternative human resource programs, policies, and strategies. This unit introduces a range of human resource functions and provides a foundation for the development of professional practice in HRM in later units. This unit provides students with the knowledge and skills to address contemporary human resource issues in order to contribute to organisational efficiency and effectiveness.

Prerequisite(s): BSB115 or CTB115  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: CTB207

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.

**Prerequisite(s):** BSB115 or CTB115  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** CTB234

### MGB212 SUSTAINABILITY IN A CHANGING ENVIRONMENT

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

**Prerequisite(s):** BSB115 or CTB115  
**Credit points:** 12  
**Teaching period:** 2008 SEM-2

### MGB220 MANAGEMENT RESEARCH METHODS

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

**Prerequisite(s):** BSB115 or CTB115  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** AMB201, CTB201, COB334, COB203, EFB105

### MGB220 BUSINESS RESEARCH METHODS

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

**Prerequisites:** BSB123 or BSB122  
**Antirequisites:** AMB201, CTB201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

### MGB221 PERFORMANCE AND REWARD

This unit examines the key human resource management functions of job analysis, performance management and compensation management from a strategic perspective with a view to optimising individual and organisational performance. A substantial level of analytical and professional competence is expected in this unit, which is a key to the integration of HR processes and organisational requirements.

**Prerequisite(s):** MGB207 or CTB207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1  
**Incompatible with:** MGB328

### MGB223 ENTREPRENEURSHIP AND INNOVATION

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

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB223, MGX223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### MGB223 ENTREPRENEURSHIP AND INNOVATION

This unit deals with the development of a business plan for the potential launch of student business ideas. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students build a comprehensive plan of their business concept.

**Prerequisite(s):** BSB115 or CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** CTB223

### MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS

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

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124
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 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. **Prerequisite(s):** MGB211 or CTB211 or MGB222 or CTB232  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2008 SEM-1 and 2008 SEM-2

MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors. **Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  **Antirequisites:** MGB334, CTB334, MGB212  **Equivalents:** MGX310  **Credit points:** 12  **Contact hours:** 3 per week  **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. **Prerequisite(s):** MGB211 or CTB211 or MGB222 or CTB232 or MGB200  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2008 SEM-2

MGB315 PERSONAL AND PROFESSIONAL DEVELOPMENT
This unit develops personal, interpersonal and professional competencies (in both cognitive and affective domains) necessary for a human resource or management professional. It develops personal awareness and understanding, interpersonal competencies, and professional skills. This unit also examines influence processes, negotiation and conflict resolution and stress management. It emphasises the design of processes to achieve outcomes and skills of reflective practice. The focus is on developing skills to enhance individual competence and leadership skills to enhance effectiveness. **Prerequisite(s):** MGB211 or CTB211 or MGB222 or CTB232 or MGB200  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2008 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
MGB320 RECRUITMENT AND SELECTION
This unit draws on conceptual foundations established in MGB221. The unit examines the environment of recruitment and selection, with a particular emphasis on legal issues. Recruitment strategies are evaluated and considered from the perspective of the organisation and the individual. Personnel selection techniques are examined in relation to technical issues of reliability, validity, fairness, and applicability. Practical skills in designing personnel selection techniques are developed, including the opportunity to develop skills in the interview process.
Prerequisite(s): MGB221  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 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.
Prerequisite(s): MGB223  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit introduces students to the theory and competencies required of a beginning or an occasional trainer. This includes adult learning theory applicable to training in a vocational setting, research and competency development. Topics include the following: national training framework; instructional models and theories of adult learning; training needs analysis; training objectives; training evaluation; training models; training aids/audiosvisauls; and training administration. This unit has a strong focus on mastery of theoretical foundations as well as on learning by doing.
Prerequisite(s): MGB211 or CTB211 or MGB222 or CTB232 or MGB200  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1  Incompatible with: MGB217

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.
Prerequisite(s): MGB211, CTB211, MGB222, CTB232, or MGB200  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.
Prerequisite(s): (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

MGB335 PROJECT MANAGEMENT
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.
Prerequisite(s): MGB211 or CTB211 or MGB222 or CTB232 or MGB200  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: CTB335

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.
Prerequisite(s): MGB201, MGB207, or CTB207  Credit points: 12  Contact hours: 3 per week  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.

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

**PYB012 PSYCHOLOGY**

The body of knowledge which defines Psychology as a discipline is basic to an understanding of human behaviour and interaction. Psychological theories, concepts and methods of investigation provide ways of evaluating personal and professional practice. Informed practice can then seek to meet the needs of individuals, groups and communities. All professional people need to have frameworks for understanding their own behaviour and that of others. This unit provides students with essential knowledge as a basis for their personal and professional effectiveness. It is the foundation for understanding further study in psychology and its many applications.

**Equivalents:** PYB100, PYB101  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Kelvin Grove  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**PYB100 FOUNDATION PSYCHOLOGY**

This unit provides an introduction to the major content areas of psychology, including an introduction to psychological research and report-writing, for students intending to pursue further studies in psychology.

Psychology is a broad-ranging and multifaceted discipline which encompasses the scientific study of human behaviour, and the systematic application of knowledge gained from psychological research to a broad range of applied issues. The goal of this introductory unit is to introduce you to the major subfields and perspectives in psychology, and to develop your understanding of the research methods and report-writing conventions used in psychological research.

**Antirequisites:** PYB012  
**Equivalents:** PYB101  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1