Bachelor of Behavioural Science (Psychology) / Bachelor of Business (IX51)

Year offered: 2011
Admissions: Yes
CRICOS code: 060816G
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $3,630 per semester (indicative)
International Fees (indicative): 2011: $10,750 (indicative) per semester
Domestic Entry: February (no mid-year entry)
QTAC code: 409532
Past rank cut-off: 86
Past OP cut-off: 8
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and for Accountancy, Finance, Economics and Marketing majors, Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Enquiries to psyc.enquiries@qut.edu.au or phone: 07 3138 4520 OR Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
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

Professional recognition
The Bachelor of Behavioural Science (Psychology) component of the degree is accredited by the Australian Psychology Accreditation Council (APAC).

To pursue a career in a professional area of psychology, you must be registered with the Psychology Board of Australia. This currently involves completing a fourth year of study in psychology, e.g. Bachelor of Behavioural Science (Honours Psychology) or Postgraduate Diploma in Psychology, followed by either two years of supervised work experience or the completion of an appropriate higher degree such as Doctor of Psychology (Clinical), Master of Clinical Psychology or Master of Psychology (Educational and Developmental).

Business component: 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 384 credit points comprised of 192 credit points from the Bachelor of Behavioural Science (Psychology) program and 192 credit points from the Bachelor of Business.

The course structure for the Bachelor of Behavioural Science component of the double degree comprises the main APAC-accredited psychology core programme of 12 units as well as 4 psychology electives. The psychology core allows the student to complete a 3-year APAC-accredited psychology sequence across 4 years of study. On completion of the double degree program, a student then has the option to apply for entry to a Bachelor of Behavioural Science (Honours Psychology) or the Postgraduate Diploma in Psychology, in order to gain provisional registration as a psychologist.

The Business major can be selected from all majors offered within the BS05 Bachelor of Business. The Bachelor of Business component consists of eight core units*; and an additional eight discipline specific units from within the chosen major, offered at Gardens Point. Students choosing the Management or Marketing majors may undertake units at the Caboolture campus.

* Please note that the Business School Core Unit BSB123 Data Analysis is not required as the Psychology content covers similar topics. MGB223 Entrepreneurship and Innovation replaces this unit.

Bachelor of Business (Honours) Year Option
Students can apply for Bachelor of Business (Honours) (BS63) once they have completed the double degree program. Please click on BS63 for more details.

Recommended Study
Maths A, B or C for advertising, human resource management, international business, management, and public relations majors.

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

**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.

**Further Information**

For more information about this course, please contact the School of Psychology and Counselling on +61 7 3138 4520 or email psyc.enquiries@qut.edu.au OR the QUT Business School +61 7 3138 2050 or email bus@qut.edu.au.

**Course Structure - Overview**

**Year 1 Semester 1**
- PYB022  Interpersonal Processes and Skills
- PYB130  Foundation Psychology
  - Business School Core Unit

**Year 1 Semester 2**
- PYB102  Introduction to Psychology 1B
- PYB110  Psychological Research Methods
  - Business School Core Unit

**Year 2 Semester 1**
- PYB202  Social and Organisational Psychology
- PYB210  Research Design and Data Analysis
  - Business School Core Unit

**Year 2 Semester 2**
- PYB203  Developmental Psychology
- PYB208  Counselling Theory and Practice 1
  - Business School Core Unit

**Year 3 Semester 1**
- PYB309  Individual Differences and Assessment

**Year 3 Semester 2**
- PYB204  Perception and Cognition
- PYB350  Advanced Statistical Analysis
  - or
- PYB356  Counselling Theory and Practice 2

**Year 4 Semester 1**
- PYB204  Perception and Cognition
- PYB350  Advanced Statistical Analysis
  - or
- PYB356  Counselling Theory and Practice 2

**Year 4 Semester 2**
- PYB304  Physiological Psychology
- PYB350  Advanced Statistical Analysis
  - or
- PYB204  Perception and Cognition

**Notes**

*PYB350 is compulsory for entry to fourth year programs in psychology for example Bachelor of Behavioural Science (Honours Psychology) and Postgraduate Diploma in Psychology.

**List A and List B Psychology Electives**

**List A Psychology Electives**
- PYB054  Psychology and Gender
- PYB067  Human Sexuality
- PYB159  Alcohol and Other Drug Studies
- PYB207  Psychology in the Community
- PYB215  Forensic Psychology and the Law
- PYB257  Group Work
- PYB371  Introduction to Road Safety

**List B Level 3 Psychology Electives**
- PYB302  Industrial and Organisational Psychology
- PYB307  Health Psychology
- PYB350  Advanced Statistical Analysis
- PYB356  Counselling Theory and Practice 2
### Accountancy Major

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

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

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

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

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

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

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

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

### Advertising Major

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

**Year 1 Semester 2**
- PYB358  Advanced Developmental Psychology
- PYB359  Introduction to Family Therapy
- PYB360  Interventions for Addictive Behaviours
- PYB372  Traffic Psychology and Behaviour
- PYB374  Applying Traffic Psychology

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

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

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

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

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

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

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

### Economics Major

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

**Year 1 Semester 2**
- BSB126  Marketing
- EFB223  Economics 2

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

**Year 2 Semester 2**
- BSB126  Marketing
- EFB223  Economics 2

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

**Year 3 Semester 2**
- BSB119 Global Business
- Choice units

**Year 4 Semester 1**
- Choice units
- Choice units

**Year 4 Semester 2**
- EFB338 Contemporary Application of Economic Theory
- Choice units

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

### Finance Major

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

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

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

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

**Year 3 Semester 1**
- EFB210 Finance 1
- EFB223 Economics 2

**Year 3 Semester 2**
- EFB201 Financial Markets
- EFB307 Finance 2

### Year 4 Semester 1
- EFB333 Introductory Econometrics
- EFB335 Investments

### Year 4 Semester 2
- EFB312 International Finance
- EFB340 Finance Capstone

### Human Resource Management Major

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

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

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

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

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

**Year 3 Semester 2**
- MGB200 Leading Organisations
- MGB201 Contemporary Employment Relations

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

**Year 4 Semester 2**
- MGB320 Recruitment and Selection
- MGB370 Personal and Professional Development

### International Business Major

**Year 1 Semester 1**
- BSB119 Global Business
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**HRM Option Unit List**

- MGB221 now replaced by MGB339 Performance and Reward
- MGB331 Learning and Development in Organisations

**International Business Major - Students who commenced in 2008**

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<tbody>
<tr>
<td>IBB300</td>
<td>now replaced by AMB369 International Business Strategy</td>
</tr>
<tr>
<td>IBB303</td>
<td>now replaced by AMB303 International Logistics</td>
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### Important Note:

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

### Management Major - Students who commenced in 2008

#### Year 1 Semester 1

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<tr>
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<tbody>
<tr>
<td>BSB113</td>
<td>Economics</td>
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<tr>
<td>BSB115</td>
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#### Year 1 Semester 2

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<tbody>
<tr>
<td>BSB114</td>
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<tr>
<td>BSB126</td>
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#### Year 2 Semester 1

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<th>Course</th>
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<tbody>
<tr>
<td>BSB110</td>
<td>Accounting</td>
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<td>BSB111</td>
<td>Business Law and Ethics</td>
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#### Year 2 Semester 2

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<th>Course</th>
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<tr>
<td>BSB122</td>
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<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
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#### Year 3 Semester 1

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<td>MGB212</td>
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<tr>
<td>MGB309</td>
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<td>MGB212</td>
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</table>

### Management Option Unit List

Management Students must choose two from the following:

- MGB201 Contemporary Employment Relations
- MGB218 Managing Business Growth (now recoded MGB324)
- MGB314 Organisational Consulting and Change
- MGB315 Personal and Professional Development (now recoded MGB370)
- IBB205 Intercultural Communication and Negotiation Skills (now recoded MGB225)

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

### Marketing Major - Students who commenced in 2008

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<td>BSB119</td>
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<tr>
<td>MGB223</td>
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<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMB240</td>
<td>Marketing Planning and Management</td>
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</tbody>
</table>
AMB201  Marketing and Audience Research
AMB241  now replaced by AMB335 E-Marketing Strategies

Year 4 Semester 1
AMB340  Services Marketing
AMB202  Integrated Marketing Communication

Year 4 Semester 2
AMB341  now replaced by AMB359 Strategic Marketing
AMB352  now replaced by AMB252 Business Decision Making
OR
IBB213  now replaced by AMB336 International Marketing

Public Relations Major - Students who commenced in 2008

Year 4 Semester 2
AMB360  now replaced by AMB373 Corporate Communication
AMB370  now replaced by AMB374 Public Relations Cases

Important Note:
Note: For AMB261 and AMB262 units please contact the School of AMPR regarding alternative units.

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

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

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

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

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

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

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

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

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

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

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

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

Business Law and Tax Extended Major (BLX)
AYB223 replaced by AYB230 Corporations Law
AYB325 is now AYB219 Taxation Law

AYB305 is replaced by AYB205 Law of Business Entities
AYB312 is now AYB232 Financial Institutions

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

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

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

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

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

Funds Management Extended Major (FDX)
EFB318 is replaced by EFB335 Investments
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)**

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BSB212 is replaced by AYB114 Business Technologies
BSB213 is replaced by AYB115 Governance Issues and Fraud
BSB314 is replaced by AYB341 Forensic and Business Intelligence
ITB233 is now INB312 Enterprise Systems Applications
ITB2823 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 Microeconomics
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
EJB213 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 Promotions
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:**

UNIT SYNOPSISES

AMB200 CONSUMER BEHAVIOURO
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
Equivalents: AMX200, CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Equivalents: AMX201, CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a "total" approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.
Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: COB207, MIB309
Equivalents: AMX202
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia's economic development.
provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.
Prerequisites: BSB119 or CTB119
Equivalents: AMX210, IBB210
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB308
Equivalents: AMX220
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in
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
Contact hours: 3 per week
Campus: Gardens Point
Credit points: 12
Teaching period: 2011 SEM-1 and 2011 SEM-2

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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2009 SEM-1
Credit points: 12
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisites: BSB126, CTB126
Equivalents: AMX240, CTB240
Credit points: 12
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB264 PUBLIC RELATIONS TECHNIQUES
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: AMB261, AMB262
Equivalents: AMX264
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.
Prerequisites: AMB210, IBB210, AMB240, or CTB240
Equivalents: AMX303, IBB303
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB318 ADVERTISING COPYWRITING
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students’ thinking and writing skills are refined in weekly workshops and culminate in a group project.
Prerequisites: AMB220 or COB308
Equivalents: AMB221, AMX318
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2
AMB319 MEDIA PLANNING
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.
Prerequisites: AMB220  Equivalents: AMB222, AMX319
Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.
Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  Equivalents: AMX320  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.
Prerequisites: AMB318 or AMB221, and AMB319 or AMB222  Equivalents: AMX330  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB335 E-MARKETING STRATEGIES
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  Equivalents: AMB241, AMX335  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB336 INTERNATIONAL MARKETING
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.
Prerequisites: AMB240, CTB240, AMB210, or IBB210  Equivalents: AMX336, IBB213  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB339 ADVERTISING CAMPAIGNS
This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.
Prerequisites: AMB320 and AMB330  Equivalents: AMB321, AMX339  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement;
internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

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

**AMB359 STRATEGIC MARKETING**

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

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

**AMB369 INTERNATIONAL BUSINESS STRATEGY**

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

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

**AMB372 PUBLIC RELATIONS PLANNING**

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

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

**AMB373 CORPORATE COMMUNICATION**

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

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

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

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

**Prerequisites:** AMB372, AMB261, or AMB262  
**Equivalents:** AMB370, AMX374  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB375 PUBLIC RELATIONS MANAGEMENT**

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

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

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

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

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

**AYB200 FINANCIAL ACCOUNTING**

Financial Accounting examines 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:** (AYB221 or INB120) and (AYB340 or INB120)
**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 SUM

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

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

**AYB225 MANAGEMENT ACCOUNTING**
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.

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

**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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Antirequisites:** 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 GLOBAL BUSINESS**

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

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

**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

**EFB201 FINANCIAL MARKETS**

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

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

**EFB210 FINANCE 1**

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

**Prerequisites:** BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
**Equivalents:** EFX210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**EFB223 ECONOMICS 2**

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

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

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

**Prerequisites:** (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)

**Antirequisites:** EFB312, MIB202  **Equivalents:** EFX240, IBB202  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

**Prerequisites:** EFB210  **Equivalents:** EFX307  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

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

**EFB330 INTERMEDIATE MACROECONOMICS**
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.

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

**EFB331 INTERMEDIATE MICROECONOMICS**
This unit is designed to develop students’ understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which microeconomics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.

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

**EFB332 APPLIED BEHAVIOURAL ECONOMICS**
This unit is designed to expose students to current and practical applications of behavioural economics that can be used to improve the understanding of important topics in the area of sports, arts and entertainment. It uses an economic approach to explore topics such as superstardom, fakes, fads and herding behaviour, favouritism, awards and creativity, pressure, pay and performance, positional concerns or outcome uncertainty. The theories and methodological tools learned in this unit can also be applied to other economic areas and industries.

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

**EFB333 INTRODUCTORY ECONOMETRICS**
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics.
and finance students.

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

**EFB334 ENVIRONMENTAL ECONOMICS AND POLICY**

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

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

**EFB335 INVESTMENTS**

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

**Prerequisites:** EFB307  
**Antirequisites:** EFB318  
**Equivalents:** EFX35  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB336 INTERNATIONAL ECONOMICS**

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

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

**EFB337 GAME THEORY AND APPLICATIONS**

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

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

**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

EFB338 is a unit designed to summarize your studies in economics. The unit comprises usually of three or more topics of current research in economics. The topics cover micro and macro economics, trends in current theoretical, empirical and economic policy research. The unit is designed to develop your ability to summarise, evaluate and 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  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**IBB208 EUROPEAN BUSINESS DEVELOPMENT**

This unit focuses on the major factors involved in the development of European business practices, organisational structures and government/business relations. Topics covered will include: demographic change; agriculture; trade and colonisation; transport and communications; financial institutions and capital accumulation; intellectual and religious movements; economic theories; the role of government; war and revolution; industrialisation; big business; the Great Depression; social change. Various countries will be used as case studies to illustrate the topics.
Prerequisite(s): BSB119 or CTB119 or BSB116  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB208

IBB217 ASIAN BUSINESS DEVELOPMENT
This unit gives students an understanding of the historical foundations of the development of business in East and South East Asia. Material presented includes the traditional economic and social institutions in Asia and their changing impact on business since East Asia's integration into the international economy. Topics studied will include: the evolution of local firms and firm structures; the impact of western business and economic influences; local ideology and development policies; the rapid growth of Northeast Asia, the Asian NICs and ASEAN. The changing impact of the international economy upon business development within selected East Asian economies is a unifying theme of this unit.  
Prerequisite(s): BSB119 or CTB119 or BSB116  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB208

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

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

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

MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.  
Prerequisites: BSB115 or CTB115  
Equivalents: CTB234, MGX210  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB220 BUSINESS RESEARCH METHODS
The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.  
Prerequisites: BSB123 or BSB122  
Antirequisites: AMB201, CTB201  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1

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

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

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205, MGX225  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB309 STRATEGIC MANAGEMENT**

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Equivalents:** MGX309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-2

**MGB314 ORGANISATIONAL CONSULTING AND CHANGE**

Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.

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

**MGB320 RECRUITMENT AND SELECTION**

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

**Prerequisites:** MGB339 or MGB221  
**Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**

This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are created misunderstandings or undesirable or unexpected outcomes. The unit prepares students 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:** MGB223  
**Equivalents:** MGB218, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1

**MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS**

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

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

**MGB335 PROJECT MANAGEMENT**
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.

Prerequisites: (MGB210 and MGB309) or (MGB210 and AMB303)  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

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

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

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

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

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

**PYB007 INTERPERSONAL PROCESSES AND SKILLS**
Psychology is generally a people-based profession with many positions involving not only understanding and testing people but communicating with them. More broadly however in most areas of modern work, and indeed within personal relationships, people need developed interpersonal skills and the ability to conceptualise interactive processes. The microskills for communication are also the foundation for helping relationships and counselling.

Antirequisites: PYB074, HHB113, PYB111  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Kelvin Grove  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**PYB054 PSYCHOLOGY AND GENDER**
This unit asks 'What is gender?'. It includes theories of gender; male and female; masculine and feminine; roles versus power; counselling issues; old and new paradigms; history of psychology of gender; sexuality; mothers and fathers; psychology constructs the female; psychology in patriarchal discourse; family therapy theory and feminist critiques; psychological constructs and the media; film and media; psychology of gender and power.

Prerequisites: PYB012, PYB101, PYB102, or PYB100  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

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

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

**PYB102 INTRODUCTION TO PSYCHOLOGY 1B**
Introduction to Psychology 1B extends the introduction provided in Introduction to Psychology 1A to psychology as the scientific study of human behaviour. This unit introduces students to the basic biological and psychological processes underlying perception, memory, learning, problem solving, consciousness, and language. In addition, research participation experience is provided to the students.

**Prerequisites:** PYB100 or PYB101  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**PYB110 PSYCHOLOGICAL RESEARCH METHODS**
This unit includes the following: an overview of the purposes and strategies of research; elementary research design; operationalising variables; descriptive statistics; distributions; measures of central tendency and spread; standard scores and percentiles; understanding relationships between variables through correlation and regression; an introduction to hypothesis-testing procedures using t-tests.

**NOTE for Summer 2010 students:**
Teaching will not commence until January 2011. Lectures - Monday 10 to Friday 21 January on Mon, Wed, Fri, 9.30 – 4.30. Students should set aside the full 2 weeks + 1 day for the unit. Final exam will be on Friday 28 January.

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

**PYB159 ALCOHOL AND OTHER DRUG STUDIES**
This unit aims to give students an understanding of the extent of substance abuse in our community: who uses what, where and when; the models that have been advanced for understanding substance abuse; the intervention and therapeutic models utilised within the field; the effects of substance abuse, physiologically, socially and psychologically.

**Antirequisites:** PYB158  **Assumed knowledge:** Introductory psychology unit and 96 credit points of first year units are assumed knowledge.  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**PYB202 SOCIAL AND ORGANISATIONAL PSYCHOLOGY**
People are social beings. Their thoughts, feelings and actions are influenced by the real, imagined or implied presence of others. To obtain greater insight into people's behaviour, it is essential to investigate scientifically the relationship between the individual and the group. We will study the effects of the individual within the group and the group within the individual and also consider the influence of these processes in the organisational setting.

**Prerequisites:** (PYB100 or PYB102 or PYB101) or (Admission into PY08)  **Equivalents:** PYB205  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**PYB203 DEVELOPMENTAL PSYCHOLOGY**
This unit provides an introduction to life span developmental psychology. It unit covers the major theories of life span development and includes biological, social and cognitive aspects of development from birth through to old age. It emphasises the interdependency of all aspects of development and the importance of the physical, family, socio-cultural and historical contexts within which development occurs. The unit aims to develop the student's understanding of general patterns of human development and of the ways in which the development of particular individuals and groups may vary from these general patterns.

**Prerequisites:** (PYB012 or PYB101 or PYB102 or PYB100) or (Admission into PY08)  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**PYB204 PERCEPTION AND COGNITION**
Cognitive psychology is a major empirical and theoretical area of psychology which explores the processes and structures involved at each stage of information processing within the brain. The structures and processes involved in perception provide the brain with its basic information about both the external world and many of the current states of the individual. Higher level cognitive processes and structures provide the foundation upon which more complex aspects of behaviour are based. The unit is placed in second semester of second year so that students following the normal course structure have an adequate background in research design and data analysis.

**Prerequisites:** ((PYB100 or PYB101 or PYB102) and PYB110) or (Admission into PY08)  **Equivalents:** PYB303
Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

PYB207 PSYCHOLOGY IN THE COMMUNITY
The aim of this unit is enable you to develop your work-literacy and work-readiness, by providing opportunities to apply psychological knowledge in workplace contexts, supported by activities that promote critical reflection on your learning and workplace practices. Your participation in this unit requires you to establish, conduct, and complete an approved period of volunteer work or placement.

You maybe asked to produce a Blue Card (suitability for working with children and young people clearance) before commencing your work placement and it is therefore your responsibility to have obtained this clearance prior to commencing your placement.

Prerequisites: PYB203, PYB202 and PYB309  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

PYB208 COUNSELLING THEORY AND PRACTICE 1
This unit develops the student’s knowledge of the counselling process and skills and provides practice in changing the ways in which people express, conceptualise and respond to their concerns. It builds upon the communication skills and concepts introduced in PYB007 and introduces a range of counselling approaches. It emphasises skills in solution oriented approaches but also covers a range of models and skills for workers in crisis situations. It provides a basis for further studies in counselling in clinical settings requiring psychotherapeutic intervention, and other modes of delivery such as couple, family or group work.

Prerequisites: PYB007 or PYB074 or HHB113 or SWB104 or PYB111 or PUB209  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

PYB210 RESEARCH DESIGN AND DATA ANALYSIS
This unit takes an hypothesis testing approach to data analysis. This means that statistical analysis is treated as one step in a larger process which also includes formulating theoretically sound predictions, designing a suitable experiment to test the predictions, selecting the appropriate statistics to test the predictions, calculating and interpreting the required statistics, and reporting the outcomes in the correct way. This unit provides the student with the knowledge and skills required to do these tasks with respect to two types of prediction, differences between means and relationships between sets of scores.

Prerequisites: PYB110 or Admission into PY08  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

PYB215 FORENSIC PSYCHOLOGY AND THE LAW
Forensic Psychology is readily acknowledged as one of the fastest growing areas of psychology in the world. Psychologists are now involved significantly in policing, judicial procedures and correctional processes. By its very nature the study of psychology and law draws from a wide multi-disciplinary base for the application of specialised knowledge. As a student of this discipline area, you will need a broad introductory appreciation of (and a critical perspective on) what the study of psychology and the law involves and what it has to offer across the three criminal justice domains of the police, the courts, and corrections.

Prerequisites: PYB012, PYB101, PYB102 or PYB100  Assumed knowledge: 96 credit points of first year units is assumed knowledge.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

PYB257 GROUP WORK
This unit provides an opportunity for experiential group learning, either intensively or in regular program times. It examines types of groups and varieties of group experiences: the importance and uniqueness of group medium; understanding behaviour in the group context; theories and models of group development; leader and member behaviours; planning; implementing and evaluating group methods; establishing groups and planning group approaches; the group as a therapeutic community; evaluating group work; ethical issues.

Prerequisites: PYB007 or PYB074 or HHB113 or PYB111  Antirequisites: HHB214 and SWB214  Credit points: 12  Contact hours: 1 week intensive between semesters 1 & 2  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

PYB302 INDUSTRIAL AND ORGANISATIONAL PSYCHOLOGY
Participation in the workplace is an integral component in the lives of most people. It is important therefore to understand the behaviour of people, individually and collectively, within the workplace. Industrial and organisational psychologists are concerned with advancing the knowledge of the relationship between people and work, and using this knowledge to promote the effective organisation of human resources.

Prerequisites: PYB205 or PYB202  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

PYB304 PHYSIOLOGICAL PSYCHOLOGY
This unit aims to provide a broad introduction to the area of neuropsychology and discusses both the clinical and cognitive approaches in the field. Three broad areas are covered: neuroanatomy, neuropathology, the cognitive...
analysis of resulting deficits. Students learn about major neuroanatomical structures and their interconnections, with an emphasis on how this information is applied in the clinical setting. They also study a number of neuropsychological disorders in terms of their diagnosis, assessment and treatment, as well as the psychosocial effects such deficits have on the patients.

**Prerequisites:** (PYB102 or PYB101 or PYB100) or (Admission into PY08) **Assumed knowledge:** Successful completion of all first and second year units is assumed knowledge. **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-1

**PYB306 PSYCHOPATHOLOGY**
The unit provides an introduction to problems in psychological functioning and reviews research and theory relating to the major classes of mental disorder identified in DSM-IV, the diagnostic and classification manual most frequently employed in Australia and the United States. An integrated approach to the understanding of psychopathology is emphasised, highlighting the reciprocal influence of biological, psychological and social factors on behaviour.

**Prerequisites:** (PYB012 or PYB101 or PYB102 or PYB100) or (Admission into PY08) **Assumed knowledge:** Successful completion of all first and second year units is assumed knowledge. **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-2

**PYB307 HEALTH PSYCHOLOGY**
This unit examines the psychological dimension of physical illness, health, and health care. There is a strong focus on health psychology in an Australian context with particular emphasis on cross-cultural and indigenous health-related issues. The unit examines definitions of health and health psychology; the role of health psychology; the determinants of health behaviours (e.g., cognitive, attitudinal, motivational, personality, social, developmental); medical settings and patient behaviour; patient and practitioner communication; stress, illness, and coping; pain and pain management; chronic and terminal illness in childhood and adulthood.

**Prerequisites:** PYB100, PYB101 or PYB102 **Assumed knowledge:** Successful completion of all first and second year units is assumed knowledge. **Credit points:** 12 **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-2

**PYB309 INDIVIDUAL DIFFERENCES AND ASSESSMENT**
Individuals differ on a broad range of characteristics that are influenced by many factors including culture, sex, intelligence, personality, life experiences and values. There are a number of ways, within the discipline of psychology, to conceptualise and explain these differences. In this unit we introduce the major theories that underpin explanations of individual differences and the ways in which those who hold to different perspectives seek to measure the various constructs. Important properties of measurement tools such as reliability and validity will also be covered as well as the utility and applicability of various measures.

**Prerequisites:** (PYB100 or PYB101 or PYB102) or (Admission into PY08) **Assumed knowledge:** Successful completion of all first and second year units is assumed knowledge. **Credit points:** 12 **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-1

**PYB350 ADVANCED STATISTICAL ANALYSIS**
The unit provides students considering further study in psychology with a thorough grounding in analysis of variance techniques, an introduction to multiple regression, and the data analysis tools used in a broad range of research designs in the social sciences. The unit extends the introduction to analysis of variance and regression provided in PYB210, considering more complex designs involving two or more independent variables. The unit is both theoretical (including the use of conceptual formulae to analyse simple data sets by hand) and practical (analysing data sets using the SPSS statistical package), giving students a firm understanding of the principles underlying each analysis.

**Prerequisites:** PYB210 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-2

**PYB356 COUNSELLING THEORY AND PRACTICE 2**
This unit focuses on the common facilitative factors within a counselling process paying attention to the person of the therapist and the counselling relationship. In order to respond appropriately and therapeutically to the needs of their clients, counsellors must have a clear understanding of the social and interactive processes which occur. Consideration of verbal, non-verbal, social, emotional, gender, psychological and social dimensions enables counsellors to develop effective, functional and client-focused relationships and to control biases, needs and possible exploitive practices.

**Prerequisites:** PYB208 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-1

**PYB358 ADVANCED DEVELOPMENTAL PSYCHOLOGY**
In this unit, the focus is on child development, with an emphasis on the infant and the child up to adolescence. Students review images of children and the unfolding of their cognitive abilities within the cadre of theories of cognitive development. Among the areas studied are the nature and development of memory, the development of numerical thinking, and children's ability to understand
another’s view of the world. In addition to these topics a substantial part of the unit is concerned with the acquisition (both normal and atypical) of language, including the acquisition of language in the bilingual child.  

**Prerequisites:** PYB203  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**PYB359 INTRODUCTION TO FAMILY THERAPY**
Family therapy, based on a systemic or relationship understanding of human problems, has been one of the most significant influences in the fields of counselling and psychology in recent times. With the increasing emphasis on the family as a focus for social policy, support services, research, and intervention, it is important for counsellors and psychologists to have some familiarity with the basic concepts and skills of this broad approach. This unit focuses on providing basic skills and concepts from one particular approach which will be called ‘Constructive Therapy’, combining aspects of solution-focused therapy, possibility therapy, narrative therapy and reflecting team practice.  

**Prerequisites:** PYB208  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**PYB360 INTERVENTIONS FOR ADDICTIVE BEHAVIOURS**
Addictive behaviours, in the form of alcohol-dependence, substance abuse and gambling, are recognised as major problems nationally and internationally. This unit focuses predominantly on psychological aspects of addictive behaviours. To establish a framework for learning, classes initially review issues relating to psychological models of addiction and methods of studying addictive behaviours. Issues pertaining to the symptomatology, etiology and assessment of addictive behaviours, as well as the theoretical underpinnings of a range of therapeutic interventions are also discussed. This unit encourages critical thinking and analysis with the aim of enhancing students' understanding of the complex issues relating to management of addictive behaviours.  

**Prerequisites:** PYB159 or PYB158 or PYB260 or NSB223  
**Credit points:** 12  
**Contact hours:** 1 week intensive between semesters 1 & 2  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**PYB372 TRAFFIC PSYCHOLOGY AND BEHAVIOUR**
This unit reviews the wide range of factors that influence the behaviour of road users, particularly those that contribute to the incidence of road crashes or exacerbate their severity. It considers all types of road users, including motor vehicle drivers and passengers, motorcycle riders, cyclists and pedestrians. The student examines a range of theoretical models which have been used to explain the behaviour of road users.  

**Assumed knowledge:** Successful completion of all first and second year units is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**PYB374 APPLYING TRAFFIC PSYCHOLOGY**
This unit reviews the various strategies and programs designed to modify road user behaviour. Effective and ineffective approaches are compared, in order to identify the key characteristics of successful programs. While this is a stand-alone unit, it extends many of the theoretical and practical issues covered in PYB372 -Understanding Road User Behaviour.  

**Assumed knowledge:** Successful completion of all first and second year units is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2