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

Year offered: 2010
Admissions: Yes
CRICOS code: 060816G
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,600 (indicative) per semester
International Fees (indicative): 2010: $10,500 (indicative) per semester
Domestic Entry: February (no mid-year entry)
QTAC code: 409532
Past rank cut-off: 84
Past OP cut-off: 9
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.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Dr Julie Hansen (Psychology); Dr Erica French (Business); Psychology enrolment queries to email: psyc.enquiries@qut.com or phone: 07 3138 4520
Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Overview
A double degree in business and psychology will prepare you to understand both the business and psychological forces that impact on organisations, both nationally and internationally. You will graduate with a solid understanding of human behaviour and how to apply this to organisational settings. You will also gain research and business skills that you can apply across a range of organisational and industrial situations.

Why choose this course
The course provides a thorough grounding in the scientific bases of psychology, and deals with the research and statistical methods used in the discipline. You will complete core subjects in development, personality, social psychology, psychological disorders, learning, memory and perception. There is also the opportunity to explore subjects in contemporary areas such as counselling and family therapy, forensic psychology, addictive behaviours and traffic psychology. 

The course offers you the flexibility to choose a business major in the discipline that most interests you, for example, accountancy, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Your studies in business are built around a core of values that focus on employability and incorporate professional, business, as well as industry links. During your studies, you will be encouraged to undertake real-world projects to help you develop your skills.

You will also develop an understanding of society and high-level communication and social research skills that are valuable in a wide range of professions. While studying, you are exposed to the range of job opportunities in external organisations and industry and will be encouraged to undertake real-world projects.

Career options
You can choose to work in various careers in industry and the corporate world such as human resources and management, banking and finance, as well as marketing and accounting. With further psychology training, you would be eligible to work as an organisational or industrial psychologist. Graduates may also work in areas such as management, counselling, training and development.

Course Design
Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Behavioral Science (Psychology) program and 192 credit points from the Bachelor of Business.

The course structure for the Bachelor of Behavioral 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 Behavioral 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 Faculty Core Unit BSB123 Data Analysis is not required as the Psychology content covers similar topics. MGB223 Entrepreneurship and Innovation replaces this unit.

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

Professional membership
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 your State Registration Board. 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: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. Click on the link for more information www.bus.qut.edu.au/study/currentstude/profrecognition.jsp

Recommended Study
Maths A, B or C for other majors.

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

Non-year 12 students may also request to defer their QTAC offer on the basis of demonstrated special circumstances.

Find out more on deferment.

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

Course Structure - Overview

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<th>Year 1 Semester 1</th>
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<td>PYB007</td>
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<th>Year 1 Semester 2</th>
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<th>Year 3 Semester 1</th>
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<td>PYB309</td>
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<td>PYB elective (List A or B)</td>
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<th>Year 3 Semester 2</th>
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<td>PYB204</td>
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<td>PYB elective (List A or B)</td>
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| Year 4 Semester 1 |
PYB304  Physiological Psychology  
    PYB elective (List B)  
    Business Faculty Major Unit  
    Business Faculty Major Unit

Year 4 Semester 2

PYB306  Psychopathology
PYB350  Advanced Statistical Analysis  
    or  
    PYB elective (List B)*  
    Business Faculty Major Unit  
    Business Faculty Major Unit

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 & 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
PYB358  Advanced Developmental Psychology
PYB359  Introduction to Family Therapy
PYB360  Interventions for Addictive Behaviours
PYB372  Traffic Psychology and Behaviour
PYB374  Applying Traffic Psychology

Accountancy Major

Year 1 Semester 1

BSB110  Accounting
BSB115  Management

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

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
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<th>Course Code</th>
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<th>Year 3 Semester 2</th>
<th>Year 4 Semester 1</th>
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<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
<td>AMB318 Advertising Copywriting</td>
<td>AMB320 Advertising Management</td>
<td>AMB339 Advertising Campaigns</td>
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<td>AMB201</td>
<td>Marketing and Audience Research</td>
<td>AMB319 Media Planning</td>
<td>AMB330 Advertising Planning Portfolio</td>
<td>MGB223 Entrepreneurship and Innovation</td>
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<td><strong>Choice units</strong></td>
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<td>EFB332 Applied Behavioural Economics</td>
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<td>EFB333 Introductory Econometrics</td>
<td>EFB334 Environmental Economics and Policy</td>
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<td>EFB335 Environmental Economics and Policy</td>
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<td>EFB336 International Economics</td>
<td>EFB337 Game Theory and Applications</td>
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**Economics Major**

| Year 1 Semester 1 | BSB113 Economics | BSB115 Management |
| Year 2 Semester 1 | BSB110 Accounting | BSB124 Working in Business |
| Year 2 Semester 2 | BSB111 Business Law and Ethics | MGB223 Entrepreneurship and Innovation |
| Year 3 Semester 1 | EFB223 Economics 2 |                             |
| Year 3 Semester 2 | EFB330 Intermediate Macroeconomics | EFB331 Intermediate Microeconomics |
| Year 4 Semester 1 | Choice units | Choice units |
| Year 4 Semester 2 | EFB338 Contemporary Application of Economic Theory |                             |

**Finance Major**

| Year 1 Semester 1 | BSB113 Economics | BSB115 Management |
| 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 | EFB201 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 | Choice units | Choice units |
| Year 1 Semester 1 |                             | Choice units |
| Year 1 Semester 1 | Choice units | Choice units |
| Year 1 Semester 1 |                             | Choice units |

**Finance Major**

| Year 1 Semester 1 | BSB113 Economics | BSB115 Management |
| 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 | EFB201 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 | Choice units | Choice units |
| Year 1 Semester 1 |                             | Choice units |
| Year 1 Semester 1 | Choice units | Choice units |
| Year 1 Semester 1 |                             | Choice units |

**Finance Major**

| Year 1 Semester 1 | BSB113 Economics | BSB115 Management |
| 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 | EFB201 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 | Choice units | Choice units |
| Year 1 Semester 1 |                             | Choice units |
| Year 1 Semester 1 | Choice units | Choice units |
| Year 1 Semester 1 |                             | Choice units |
MGB324  Managing Business Growth

Year 4 Semester 2

MGB310  Sustainability in A Changing Environment
MGB335  Project Management

Marketing Major

Year 1 Semester 1
BSB113  Economics
BSB126  Marketing

Year 1 Semester 2
BSB111  Business Law and Ethics
BSB115  Management

Year 2 Semester 1
BSB119  Global Business
BSB124  Working in Business

Year 2 Semester 2
BSB110  Accounting
MGB223  Entrepreneurship and Innovation

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

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

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

Year 4 Semester 2
AMB336  International Marketing
AMB359  Strategic Marketing

BSB115  Management

Year 2 Semester 1

BSB113  Economics
BSB124  Working in Business

Year 2 Semester 2

AMB263  Introduction To Public Relations
AMB264  Public Relations Techniques

Year 3 Semester 1

AMB201  Marketing and Audience Research
BSB111  Business Law and Ethics

Year 3 Semester 2

AMB372  Public Relations Planning
AMB373  Corporate Communication

Year 4 Semester 1

AMB374  Global Public Relations Cases
AMB375  Public Relations Management

Year 4 Semester 2

AMB379  Public Relations Campaigns
MGB223  Entrepreneurship and Innovation

Health Unit prerequisites/corequisites

For information on prereqs & coreqs visit: www.hlth.qut.edu.au/study/forcurrentstudents/

Potential Careers:

UNIT SYNOPSES

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

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB204  Equivalents: CTB200  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334  Equivalents: CTB201  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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, CTB126, BSB116, or BSB117
Antirequisites: COB207, MIB309  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

Prerequisites: BSB119 or CTB119  Equivalents: IBB210  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

AMB240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

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

AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those...
students in a wide variety of study disciplines who wish to understand more about this important area of business.

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Equivalents: AMB260  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**

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

Prerequisites: BSB126, CTB126, BSB116, or BSB117  
Antirequisites: AMB261, AMB262  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB303 INTERNATIONAL LOGISTICS**

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

Prerequisites: AMB210, IBB210, AMB240, or CTB240  
Equivalents: IBB303  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB318 ADVERTISING COPYWRITING**

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

**AMB319 MEDIA PLANNING**

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

**AMB320 ADVERTISING MANAGEMENT**

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

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

**AMB330 ADVERTISING PLANNING PORTFOLIO**

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

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

**AMB335 E-MARKETING STRATEGIES**

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  
Equivalents: AMB241  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB336 INTERNATIONAL MARKETING**

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

**AMB339 ADVERTISING CAMPAIGNS**

Prerequisites: AMB320 and AMB330  
Equivalents: AMB321  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201
**Antirequisites:** MB311
**Equivalents:** CTB340

**Credit points:** 12  
**Contact hours:** 3 per week

**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

AMB359 STRATEGIC MARKETING

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

**Prerequisites:** AMB340, and AMB335 or AMB241
**Equivalents:** AMB341

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

AMB369 INTERNATIONAL BUSINESS STRATEGY

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

**Prerequisites:** AMB336, AMB303, IBB303, or IBB213
**Equivalents:** IBB300

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

AMB372 PUBLIC RELATIONS PLANNING

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

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

AMB373 CORPORATE COMMUNICATION

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

**Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  
**Equivalents:** AMB360

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

AMB374 GLOBAL PUBLIC RELATIONS CASES

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

**Prerequisites:** AMB372, AMB261, or AMB262
**Equivalents:** AMB370

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

AMB375 PUBLIC RELATIONS MANAGEMENT

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

**Prerequisites:** AMB372 and AMB373, or AMB360

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

AMB379 PUBLIC RELATIONS CAMPAIGNS

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

**Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201

**Equivalents:** AMB361

**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.
**Prerequisites:** BSB110 or CTB110  **Equivalents:** AYB121  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AYB219 TAXATION LAW
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.
**Prerequisites:** BSB111 or CTB111  **Antirequisites:** LWB364  **Equivalents:** AYB325  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

AYB221 COMPUTERISED ACCOUNTING SYSTEMS
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.
**Prerequisites:** BSB110 or CTB110  **Antirequisites:** AYN443  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.
**Prerequisites:** BSB110 or CTB110  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

AYB227 INTERNATIONAL ACCOUNTING
International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide.
**Prerequisites:** BSB110 or CTB110, and BSB119 or CTB119  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 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  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

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

**AYB311 FINANCIAL ACCOUNTING ISSUES**

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

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

**AYB321 STRATEGIC MANAGEMENT ACCOUNTING**

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

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

**AYB340 COMPANY ACCOUNTING**

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

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

**BSB110 ACCOUNTING**

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

**Antirequisites:** BSD110, CNB293, UDB342  
**Equivalents:** CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**BSB111 BUSINESS LAW AND ETHICS**

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

**Antirequisites:** AYB120  
**Equivalents:** CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**BSB113 ECONOMICS**

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

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

**BSB115 MANAGEMENT**

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

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

**BSB19 GLOBAL BUSINESS**

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

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

**BSB124 WORKING IN BUSINESS**

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

**Antirequisites:** BSB114, CTB114, HNB113  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB126 MARKETING**

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

**Antirequisites:** BSB116  
**Equivalents:** CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**EFB201 FINANCIAL MARKETS**

This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFB210 FINANCE 1**

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

**Prerequisites:** BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
**Antirequisites:** EFB206  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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  
**Equivalents:** EFB102  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM
EFB240 FINANCE FOR INTERNATIONAL BUSINESS
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.
Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122) Antirequisites: EFB312, MIB202 Equivalents: IBB202
Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.
Prerequisites: EFB210 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.
Prerequisites: EFB210 Antirequisites: EFB212, IBB202, EFB240 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

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

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

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

EFB335 INVESTMENTS
Prerequisites: EFB307 Antirequisites: EFB318 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB336 INTERNATIONAL ECONOMICS
Prerequisites: EFB330 or EFB202, and EFB331 or EFB211 Antirequisites: EFB314 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-2

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

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic...
instruments available to analysts by which to frame their detailed consideration.

**Prerequisites:** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211

**Equivalents:** EFB329  Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-2

**EFB340 FINANCE CAPSTONE**

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

**MGB200 LEADING ORGANISATIONS**

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

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

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**

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

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

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**

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

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB210 MANAGING OPERATIONS**

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

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

**MGB220 BUSINESS RESEARCH METHODS**

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

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

**MGB223 ENTREPRENEURSHIP AND INNOVATION**

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

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

**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**

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

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

MGB309 STRATEGIC MANAGEMENT
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective. Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232 Antirequisites: MIB314 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors. Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232 Antirequisites: MGB334, CTB334, MGB212 Credit points: 12 Contact hours: 3 Campus: Gardens Point and Caboolture Teaching period: 2010 SEM-2

MGB320 RECRUITMENT AND SELECTION
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed. Prerequisites: MGB339 or MGB221 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

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

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

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

MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made. Prerequisites: MGB201, MGB207, or CTB207 Equivalents: MGB221 Credit points: 12 Contact hours: 3 Teaching period: 2010 SEM-1
MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region’s business environment.

Prerequisites: MGB225, IBB205, IBB217, or IBB208
Antirequisites: IBB317
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-2

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

Prerequisites: MGB331 and BSB124
Equivalents: MGB315
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 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: 2010 SEM-1 and 2010 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: 2010 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: 2010 SEM-2

PYB100 FOUNDATION PSYCHOLOGY
This unit provides an introduction to the major content areas of psychology, including an introduction to psychological research and report-writing, for students intending to pursue further studies in psychology.

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

NOTE for Summer 2010 students:
Students should set aside 2 weeks from Mon 29 Nov – Fri 10 Dec, with the final exam on Monday 13th December. Lectures and tutorials will be on Monday, Tuesday, Wednesday of each week (29 and 30 Nov, 1 Dec, and 6, 7, 10 Dec, with the exam on the last Monday (13th).

Antirequisites: PYB012
Equivalents: PYB101
Credit points: 12
Contact hours: 3 hours per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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: 2010 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.
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: 2010 SUM-2 and 2010 SEM-2

PYB159 ALCOHOL & 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: 2010 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, PYB102 or PYB101 Equivalents: PYB205 Credit points: 12 Campus: Kelvin Grove Teaching period: 2010 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, PYB101, PYB102 or PYB100 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 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 Equivalents: PYB303 Credit points: 12 Campus: Kelvin Grove Teaching period: 2010 SEM-2

PYB207 PSYCHOLOGY IN THE COMMUNITY
This unit aims to give students an understanding of the extent of substance abuse in our community: when, where and why; 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: 2010 SEM-1

PYB209 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:** 2010 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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:** 2010 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  
**Credit points:** 12  
**Contact hours:** 1 week intensive between semesters 1 & 2  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 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:** 2010 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, PYB101 or PYB100  
**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:** 2010 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, PYB101, PYB102 or PYB100  
**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:** 2010 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:** 2010 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, 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:** 2010 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:** 2010 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:** 2010 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:** 2010 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:** 2010 SEM-2

**PYB371 INTRODUCTION TO ROAD SAFETY**  
This unit introduces the key principles and practices in road safety. Special emphasis is given to the broad context of road use/transport in society and the economic and social implications of road crashes. It introduces the basics of information retrieval, road crash analysis and interpretation, and the strategic development of road safety countermeasures.

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

**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:** 2010 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:** 2010 SEM-2