Bachelor of Business/Bachelor of Media and Communication (IX67)

Year offered: 2013
Admissions: Yes
CRICOS code: 064809G
Course duration (full-time): 4 years
Domestic Fees (indicative): 2013: CSP $4000 (indicative) per Semester (48 credit points)

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-1-student-services-and-amenities-fee

Start month: February
QTAC code: 409132
Past rank cut-off: 82
Past OP cut-off: 9
OP Guarantee: Yes
Deferment allowed: Yes
Total credit points: 384

Course coordinator: Head of Studies, MECA, (Creative Industries Faculty); email ci@qut.edu.au; Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au

Discipline coordinator: Dr Jason Sternberg (Media and Communication); Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Mark Doolan (Finance); Dr Glen Murphy (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Dr Kim Johnston (Public Relations)

Campus: Gardens Point and Kelvin Grove
Attendance: Full-time

Assumed knowledge: English
Assumed knowledge notes: We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA). Accountancy, Finance, Economics and Marketing majors also requires 4 SA in Maths A, B or C.

For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course highlights
- Complete 2 separate degrees in 4 years full-time.
- Study the distribution of creative content in new media, television, radio, print, Internet, mobile technologies, movies, advertising, public relations and music.
- Major in accountancy, advertising, economics, finance, human resource management, international business, management, marketing, or public relations.

Details:
This double degree will set you up with in-depth business knowledge and practical skills and a contextual understanding of media and communication.

Through this course you will be provided with a diverse range of career options, including media marketing and promotions, international communications and media policy.

You will gain in-depth knowledge in media and communication with 16 specialist units. Your business degree component comprises eight business core units and eight business major units.

Career outcomes
Graduates have gone on to work in a diverse range of interesting careers, taking on positions such as:
- media/entertainment producer
- public relations consultant
- international business specialist.

Structures and Units

Course Design
You are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Business program and 192 credit points from the Bachelor of Media and Communication program. You will undertake the two components of the double degree concurrently.

You will undertake 192 credit points of specialist units in media and communication. Your business degree component comprises eight business core units, and eight business major units.

You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. You must complete 96 credit point Business School Core Units in the Business program together with a 96 credit point Major.

Professional Recognition
Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Course structure: 2013 onwards

**Year 1, Semester 1**
- KCB101 Media and Communication Texts
- KJB102 Introduction to Journalism, Media and Communication

**Year 1, Semester 2**
- KCB104 Media and Communication: Industries
- KCB106 Media in a Globalised World

**Year 2, Semester 1**
- KCB102 Media Mythbusting
- KCB103 Strategic Speech Communication

**Year 2, Semester 2**
- KJB103 Media Design and Layout
- KCB205 Professional Communication

**Year 3, Semester 1**
- KCB105 Inquiry in Media and Communication
- KCB206 Internet, Self and Beyond

**Year 3, Semester 2**
- KCB203 Consumption Matters: Consumer Cultures and Identity
- KCB302 Political Communication

**Year 4, Semester 1**
- KCB301 Media Audiences
- KCB303 Brisbane Media Map 1
- KCB307 Making Media Connections 1

**Year 4, Semester 2**
- KCB303 Brisbane Media Map 1
- KCB305 Brisbane Media Map 2
- KCB307 Making Media Connections 1
- KCB308 Making Media Connections 2
- KCB310 Contemporary Investigation in Journalism, Media and Communication

**Accountancy Major**

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

**Year 1 Semester 2**
- BSB123 Data Analysis
- BSB126 Marketing

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

**Year 2 Semester 2**
- AYB200 Financial Accounting
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Human Resource Management Major

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International Business Major

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### Public Relations Major

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provides key information related to importing and exporting, development.
reflects the dynamic nature of trans-national trade in the evolving area of international business operations that Import and export practice is an applied, technical and the many challenges entailed in the management of trade. International business students need an understanding of of many businesses in Australia as well as other economies. Trade has become fundamental to the survival and growth

AMB210 IMPORTING AND EXPORTING
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: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 SEM-1, 2013 SEM-2

UNIT SYNOPSIS

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation. Prerequisites: BSB126 or CTB126 or BSB116 or BSB117 Antirequisites: MIB204 Equivalents: AMX200, CTB200 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2013 SEM-1, 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** AMX240, CBT240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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, AMX263  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AMB264 PUBLIC RELATIONS TECHNIQUES

This unit focuses on writing for audiences - including the media - on behalf of organisations. It introduces foundational public relations skills such as research, developing key messages, writing and editing. This unit may be taken with AMB263 Introduction to Public Relations, especially by students undertaking the Public Relations major. AMB264 may also be taken by students doing a Public Relations minor, or as a stand alone unit by students in other disciplines.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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 CBT240  
**Equivalents:** AMX303, IBB303  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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  
**Antirequisites:** AMB221, AMX318  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2

AMB320 ADVERTISING MANAGEMENT
Advertising Management is designed to shift student thinking from a tactical to a strategic level. Instead of taking the approach of, "This is what happens in advertising", it challenges students by raising important contemporary issues in advertising management practice and asking, "What should be done?". Advertising Management is an issues-based unit, which uses case analysis to foster critical thinking and problem solving. It encourages students to understand and take ownership of the advertising management process and, in doing so, build a better advertising industry.

Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)
Equivalents: AMX320
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit leverages and extends the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores the digital environment, interrogates digital platforms and integrates critical research, planning and an understanding of analytics into digital campaign development. This digital understanding is then applied in two ways. Firstly, students draw from critical thinking and problem solving skills to critique digital campaigns and agency best practice in a weekly blog. Secondly students apply their understanding to develop a digital portfolio in their chosen vocational area.

Prerequisites: AMB318 or AMB221, and AMB319 or AMB222
Equivalents: AMX330
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

### AYB200 FINANCIAL ACCOUNTING

Financial Accounting examines the accounting concepts and procedures for the preparation of external financial reports relevant to both partnership and corporate structures within the context of the Australian accounting profession's conceptual framework, the relevant accounting standards,
and Corporations Law requirements. Topics include: the formation, operation, and financial reporting requirements for both partnerships and companies; accounting for leases; and the professional role of accountants.

**Prerequisites:** BSB110 or CTB110
**Equivalents:** AYB121, AYX200
**Credit points:** 12

**Campus:** Gardens Point
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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 also provides a brief overview of the taxation of partnerships, trusts and companies and an overview of 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:** AYX325, AYX219
**Credit points:** 12

**Campus:** Gardens Point
**Teaching period:** 2013 SEM-1 and 2013 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 resources such as as CasWorkX on 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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
**Antirequisites:** LWB334
**Equivalents:** AYX230
**Credit points:** 12

**Contact hours:** 3 per week
**Campus:** Gardens Point
**Teaching period:** 2013 SEM-1 and 2013 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: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

AYB311 FINANCIAL ACCOUNTING ISSUES
This unit examines accounting theories and reporting practices adopted in the financial statements of reporting entities, focusing on publicly listed companies that communicate information to meet the decision making needs of external parties. Emphasis is placed on developing an understanding of, and the ability to critically evaluate, how regulatory requirements and incentives affect financial reporting. The unit overviews the different governance models of corporations and relates them to their financial reporting environment. Touching on accounting theories and their evolution it seeks to explain accounting policies made by managers. This framework provides a basis for examining specific accounting issues with a emphasis on both the application of specific accounting measurement models (historic cost versus fair value) or regulatory provisions (continuous disclosure requirements). The unit concludes by analysing some of the most recurrent issues of debate in the international arena.
Prerequisites: AYB340 or AYB220  Equivalents: AYX311  Credit points: 12  Contact hours: 3.5 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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) and the balanced scorecard (BSC); and appreciating the research on the benefits and problems with ABC and the BSC.
Prerequisites: AYB225  Equivalents: AYX321  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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; segment reporting; the translation of the results of foreign operations; and liquidation.
Prerequisites: AYB200 or AYB121  Equivalents: AYX340  Credit points: 12  Campus: Gardens Point  Teaching period: 2013 SEM-1 and 2013 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: BXS110, CTB110  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: BXS111, CTB111  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: BXS113, CTB113, UDB104  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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

**Antirequisites:** BSD115  **Equivalents:** BSX115, CTB115

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM-1

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**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 addition knowledge and skills required of management to operate business internationally across a diversity of environments.

**Antirequisites:** BSB116, BSB112, BSB119  **Equivalents:** BSX119, CTB119

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**BSB123 DATA ANALYSIS**

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

**Antirequisites:** BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  **Equivalents:** BSX123

**Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**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, BSB124  **Equivalents:** BSX124

**Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2013 SEM-1, 2013 SUM-2, 2013 SEM-1 and 2013 SEM-2

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**BSB126 MARKETING**

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

**Antirequisites:** BSB116, BSB126  **Equivalents:** BSX126, CTB126

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**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:** 2013 SEM-1 and 2013 SEM-2

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**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:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM  **EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**  This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.  **Prerequisites:** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  **Antirequisites:** EFB101  **Equivalents:** EFX222  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2  **EFB223 ECONOMICS 2**  Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.  **Prerequisites:** BSB113 or CTB113 or UDB104  **Equivalents:** EFB102, EFX223  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1 and 2013 SEM-2  **EFB225 ECONOMICS FOR THE REAL WORLD**  In this unit economic concepts and theories at the introductory level will be used to forensically and critically investigate current social and public issues of interest. These issues relate to consumer choice, business procing strategies, education, inequality, unemployment and poverty, population policy, tax reform, economic growth, the environment and globalisation.  **Prerequisites:** BSB113 or CTB113  **Equivalents:** EFX225  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-2  **EFB226 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:** BSB113  **Equivalents:** EFB334, EFX334, EFX226  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1  **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)  **Antirequisites:** EFB312, MIB202  **Equivalents:** EFX240, IBB202  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

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**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:** 2013 SEM-1

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

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB211, EFX331  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

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**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:** EFB337 or EFB222  
**Equivalents:** EFX332  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

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**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:** 2013 SEM-1

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**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 and EFB222  
**Antirequisites:** EFB318  
**Equivalents:** EFX335  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**EFB336 INTERNATIONAL ECONOMICS**  
International economics advances student understanding of global markets and positions through theories and analyses of trade, intervention, currencies, current transactions, capital positions and obligations in an interdependent world. Through considerations of international positions and competitiveness the unit develops a framework for understanding the prospects and challenges facing firms, organisations, institutions and governments active in the international economy and of the wider issues of global progress and stagnation.  

**Prerequisites:** EFB223 or EFB240 or EFB201  
**Antirequisites:** EFB334  
**Equivalents:** EFX336  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

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**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:** EFB223  
**Equivalents:** EFX337  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1
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: (EFB330 or EFB202) and (EFB331 or EFB211) and (Completion of 168 credit points) 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: Kelvin Grove Teaching period: 2013 SEM-1

EFB340 FINANCE CAPSTONE

This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the forum to practice their finance skills in an applied setting which acts as a bridge between university studies and real-world employment in the financial services industry. Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period as EFB340. Equivalents: EFX340 Credit points: 12 Campus: Gardens Point Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB101 MEDIA AND COMMUNICATION TEXTS

This unit introduces you to foundational ideas in the study of communication. It covers key questions of textual analysis, practice, and context. Drawing extensively on examples of popular communication practice from contemporary society, the unit aims to impart an understanding of communication ecologies, processes, systems, and modes within the wider frame of radical changes occurring to the way texts are produced, read and circulated within our culture. Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB102 MEDIA MYTHBUSTING

This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of ‘common sense’ arguments regarding how different kinds of media have or have not affected the way our society functions.

KCB103 STRATEGIC SPEECH COMMUNICATION

This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews. Equivalents: KCB213 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB104 MEDIA AND COMMUNICATION: INDUSTRIES

A contemporary understanding of the cultural and economic significance of media and communication industries is a vital foundation for scholarship and professional practice in the media and communications industries. This unit surveys the political economies of print and electronic media industries, as well as advertising and public relations. It considers the impact of regulation on these industries and explores convergence and globalisation as frameworks for understanding change. You will be supported to develop your own strategy for maintaining current awareness of media and communication industries in the process of evaluating current public and policy debates. Equivalents: KCB150 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2013 SEM-2

KCB105 INQUIRY IN MEDIA AND COMMUNICATION

The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit will involve qualitative and quantitative research methods including content analysis, focus groups, ethnography, interviews and survey research which are studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present your conclusions and recommendations. Equivalents: KCB334 Credit points: 12 Contact hours: 3 per week, plus several lectures during semester Campus: Kelvin Grove Teaching period: 2013 SEM-1

KCB106 MEDIA IN A GLOBALISED WORLD

Published on: 28 June 2013
Media organisations in Australia operate in a global context. Australian media content represents an important export for the country’s economy, while Australian audiences consume large quantities of content produced overseas, or adapted from formats originated in other media markets. There is great value, therefore, in students of journalism, media and communication learning how the global media market functions, and the implications of cultural globalisation for professional practice. This foundation unit will introduce you to the global nature of media production, and to your role as a future practitioner in a globalised media system.

**Credit points:** 12  
**Teaching period:** 2013 SEM-2  
**Campus:** Kelvin Grove

### KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY

A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries, but also the value and meanings of products themselves. This unit requires you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit focuses on developing in you a broader understanding of media, communication, and production through the lens of consumer cultures. The knowledge that you gain in this unit will inform your future professional, academic, and creative practices.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Teaching period:** 2013 SEM-2  
**Campus:** Kelvin Grove

### KCB205 PROFESSIONAL COMMUNICATION

Professional Communication aims to enhance your career prospects by developing a better understanding of communication dynamics between individuals and groups in organisational settings. The unit will sharpen your practical and critical skills in situation analysis, project proposal development, formal document production, sponsor and client presentations, and workplace communication practices. Although the main focus of the unit is on the creative and cultural industries, the content and skills covered are applicable to a range of professions and career options.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2  
**Campus:** Kelvin Grove

### KCB206 INTERNET, SELF AND BEYOND

The number of individuals in contemporary societies who use new media technologies to shape, (re)form and sustain their identities is on the rise. From social networking sites like FaceBook and blogs to YouTube, this unit takes you through the critical enquiry of your use of new media in five aspects of everyday life: entertainment, socialisation, information, education and business, health and well-being, and beliefs and politics. This unit also introduces them to theories, issues and deliberations surrounding new media.

**Credit points:** 12  
**Teaching period:** 2013 SEM-1  
**Campus:** Kelvin Grove

### KCB301 MEDIA AUDIENCES

This unit provides you with a conceptual understanding of media audiences within industry and academic contexts. In addition, the unit introduces you to a range of practical skills that may be applied when undertaking audience research. A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for undertaking both postgraduate research in Media & Communication and those seeking employment in media industries.

**Assumed knowledge:** Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods

**Equivalents:** KCB349

**Credit points:** 12  
**Teaching period:** 2013 SEM-1  
**Campus:** Kelvin Grove

### KCB302 POLITICAL COMMUNICATION

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

**Credit points:** 12  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2  
**Campus:** Kelvin Grove

### KCB303 BRISBANE MEDIA MAP 1

Networks of industry and professional association are extremely important in media and communication industries. In this unit you will extend and apply your critical knowledge of media and communication to the task of deepening your understanding of these networks. Through developing and updating the Brisbane Media Map—an online resource that profiles media and communication industries in Brisbane—you will also refine your project planning and management skills, information analysis skills, and team leadership and membership skills. You will also explore...
ethical, communication, and intellectual property concerns that arise in the processes of undertaking a real-world media and communication industries project. Other requisites: Unit coordinator approval is required. Students are expected to have completed 192cp of undergraduate study. Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB305 BRISBANE MEDIA MAP 2
Networks of industry and professional associations are extremely important in media and communication industries. In this unit you will extend, apply and deepen your understanding of these networks through developing and updating the Brisbane Media Map - an online resource that profiles media and communication industries in Brisbane. You will also refine your project planning and management skills, information analysis skills, and team leadership and membership skills.
Prerequisites: KCB303 Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 SEM-2

KCB307 MAKING MEDIA CONNECTIONS 1
Issues surrounding 'The Media' are a common source of interest for the media itself, and too the general public. Media and communication students should be well-positioned to make an informed contribution to these debates, but often lack the ability to communicate with a general audience. This unit will therefore assist students in this regard, helping them to become a visible part of the public discourse.
Other requisites: Unit coordinator approval is required. Students are expected to have a GPA over 5.0 and to have completed 192cp of undergraduate study. Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 SEM-1 and 2013 SEM-2

KCB308 MAKING MEDIA CONNECTIONS 2
Issues surrounding 'The Media' are a common source of interest for the media itself, and too the general public. Media and communication students should be well-positioned to make an informed contribution to these debates, but often lack the ability to communicate with a general audience. This unit will therefore assist students in this regard, helping them to become a visible part of the public discourse.
Prerequisites: KCB307 Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 SEM-2

KCB310 CONTEMPORARY INVESTIGATION IN JOURNALISM, MEDIA AND COMMUNICATION
Research skills are an important element of graduate capabilities, applicable to scholarly work at Honours and higher degree level, and also to professional practice. This unit makes available at the Bachelor level the internationally recognised expertise of world-leading research active staff within the creative industries faculty. It will enable you to explore the possibilities of academic research, design a project, and acquire data gathering, analysis and presentation skills of value to subsequent study and employment.
Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 SEM-2

KJB102 INTRODUCTION TO JOURNALISM, MEDIA AND COMMUNICATION
This unit introduces you to core concepts and key knowledge essential for subsequent study in Journalism, and Media & Communication. It combines teaching about media organisations with communication theory and practitioner perspectives drawn from a range of relevant industry sectors. The unit creates a foundation on which you will build in subsequent semesters.
Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 SEM-1

KJB103 MEDIA DESIGN AND LAYOUT
Visual communication techniques are essential in capturing the attention of an increasingly visual literate society. Understanding how to design well is growing in importance in a society that is time poor and overloaded with competing sources of media. You will learn how to apply design theory in a variety of visual communication contexts relevant to the journalism, media and communication industries.
Antirequisites: KCB304, KJB211 Credit points: 12 Campus: Kelvin Grove Teaching period: 2013 SEM-2

KKB345 CREATIVE INDUSTRIES PROJECT 1
The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty. Normally projects are advertised in the preceding semester through the Ci Transitions Hub (log on to BB > Community top tab > Creative Industries > Ci_Transitions). For some students this unit will be taken as the first of two 'project' units related to the same project, in such cases this unit may be a prerequisite or corequisite to the second unit, KKB346 Creative Industries Project 2.
Prerequisites: Completion of 72 credit points of Creative Industries units (K%B% or D%B% units) Credit points: 12 Contact hours: About 150 hours across the semester. Campus: Kelvin Grove Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### 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:** 2013 SEM-1 and 2013 SEM-2

### MGB207 HUMAN RESOURCE ISSUES AND STRATEGY

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

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB207, MGX207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

### MGB220 HUMAN RESOURCE DECISION MAKING

The unit will develop your knowledge and skills that are necessary for diagnosing problems at work, gathering data and information about these problems, and analysing the data and information to derive solutions and inform decision making.

**Prerequisites:** BSB123 or BSB122  
**Antirequisites:** AMB201, CTB201  
**Equivalents:** MGX220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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 competencies 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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  
**Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**

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

**Prerequisites:** MGB223  
**Equivalents:** MGB218, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 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:** 2013 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)  
**Antirequisites:** KXB202  
**Equivalents:** MGX335  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1

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

Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.
MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT

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

**Prerequisites:** MGB331 and BSB124  
**Equivalents:** MGB315, MGX370  
**Credit points:** 12  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2