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

Year offered: 2010
Admissions: Yes
CRICOS code: 064809G
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $3,600 (indicative) per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 409132
Past rank cut-off: 81
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and for accountancy, economics, finance, 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: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)
Discipline coordinator: Dr Stephen Harrington (Media and Communication); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Robert Bianchi (Finance); Dr Robert Thompson (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
This course offers you a range of options in combining business knowledge with practical skills and a contextual understanding of media and communication.

This combination of media and communication with a business major in advertising, marketing or public relations provides proven professional outcomes in media sales, media marketing and promotions, and in media planning/buying for advertising agencies.

An international business major will equip you with an understanding of the cultural, financial and regulatory issues involved in doing business across borders. Alternatively you may choose to study another of the business professions to diversify your career options.

Career Outcomes
Graduates use their skills for a variety of professional functions across all industry sectors. Many work in marketing communications, public relations or corporate communications. Others apply their broad media knowledge in the media function of advertising, either as sales executives for media outlets or as media planners and buyers for advertising agencies.

Careers exist in audience and market research, collating and analysing audience data to help media outlets better understand who their audiences are and how they are interacting with their product. Graduates also find employment in media policy development in the public sector and private enterprise. Pathways exist to prepare you for further study including honours.

If you wish to use your business knowledge more in your career, you could gain employment in arts administration—marketing, managing or balancing the books for creative projects and businesses.

The combination of media and communication with advertising, marketing or public relations provides proven professional outcomes in media sales, media marketing and promotions, and in media planning/ buying for advertising agencies. You will also develop the entrepreneurial and business skills necessary to sell your abilities to a range of employers, or start your own creative enterprise. Please refer to the Faculty of Business prospectus to find out more about the business majors.

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 two creative industries foundation units and 14 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 Faculty 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).

Deferment
All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

Course structure for students who commenced in 2010

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Level</th>
<th>Unit Type</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
<td>Business Faculty Core Unit</td>
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<tr>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
<td>Business Faculty Core Unit</td>
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<td>Introduction to Media and Communications: Industries</td>
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<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
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<td>KCB102</td>
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<td>KCB103</td>
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<td>KCB205</td>
<td>Professional Communication</td>
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<tbody>
<tr>
<td>KCB201</td>
<td>New Media 1: Information and Knowledge</td>
<td>Business Faculty Major Unit</td>
<td>Business Faculty Major Unit</td>
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<tr>
<td>KCB302</td>
<td>Political Communication</td>
<td>Business Faculty Major Unit</td>
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*Note: KCB201 will no longer be offered after 2010. Please refer to the 2011 course structure for the equivalent new unit.

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<thead>
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<th>Year 4, Semester 2</th>
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<tbody>
<tr>
<td>KCB303</td>
<td>Brisbane Media Map</td>
<td>Business Faculty Major Unit</td>
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Choose one from the following three units:

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<tr>
<td>KKB341</td>
<td>Workplace Learning 1</td>
<td>Business Faculty Major Unit</td>
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<td>KKB343</td>
<td>Service Learning 1</td>
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<td>KKB345</td>
<td>Creative Industries Project 1</td>
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## Business Faculty Core Unit

### Year 2, Semester 1
- KCB102 Media Myth Busting 1
- KCB103 Strategic Speech Communication
- Business Faculty Core Unit
- Business Faculty Core Unit

### Year 2, Semester 2
- KCB105 Media Myth Busting 2
- KCB205 Professional Communication
- Business Faculty Core Unit
- Business Faculty Core Unit

### Year 3, Semester 1
- KCB201 New Media 1: Information and Knowledge
- KCB302 Political Communication
- Business Faculty Major Unit
- Business Faculty Major Unit

*Note: KCB201 will no longer be offered after 2010. Please refer to the 2011 course structure for the equivalent new unit.*

### Year 3, Semester 2
- KCB202 New Media 2: Applications and Implications
- KCB203 Consumption Matters: Consumer Cultures and Identity
- Business Faculty Major Unit
- Business Faculty Major Unit

### Year 4, Semester 1
- KCB301 Media Audiences
- SELECT Either KCB304 or KWB103:
- KCB304 Managing Communication Resources
- KWB103 Persuasive Writing
- Business Faculty Major Unit
- Business Faculty Major Unit

### Year 4, Semester 2
- KCB303 Brisbane Media Map
- SELECT Either KKB341, KKB343, KKB345:
- KKB341 Workplace Learning 1
- KKB343 Service Learning 1
- KKB345 Creative Industries Project 1
- Business Faculty Major Unit

## Business Faculty Major Unit

### 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
- 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
- BSB113 Economics
- BSB126 Marketing

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

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

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

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

Year 3 Semester 2
AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2
AMB339 Advertising Campaigns
BSB123 Data Analysis

Economics Major

Year 1 Semester 1
BSB113 Economics
BSB115 Management

Year 1 Semester 2
BSB124 Working in Business
BSB123 Data Analysis

Year 2 Semester 1
BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2
EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2

Year 3 Semester 1
EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3 Semester 2
Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 1
Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 2
EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty Core Units

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

Important Information
BSB119 and BSB126 are the remaining Business Faculty units which must be completed.

Finance Major

Year 1 Semester 1
BSB113 Economics
BSB115 Management

Year 1 Semester 2
BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1
BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2
BSB123 Data Analysis
BSB119 Global Business

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

Year 3 Semester 2
EFB201 Financial Markets
EFB307 Finance 2
### Human Resource Management Major

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

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

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

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

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

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

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

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

### International Business Major

**Year 1 Semester 1**
- BSB126 Marketing
- BSB119 Global Business

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

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

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

**Year 3 Semester 1**
- MGB225 Intercultural Communication and Negotiation Skills
- AYB227 International Accounting

**Year 3 Semester 2**
- AMB210 Importing and Exporting
- EFB240 Finance for International Business

**Year 4 Semester 1**
- AMB303 International Logistics
- AMB336 International Marketing

**Year 4 Semester 2**
- AMB340 International Business in the Asia-pacific
- AMB369 International Business Strategy
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Year &amp; Semester</th>
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<tbody>
<tr>
<td>MGB210</td>
<td>Managing Operations</td>
<td>Year 3 Semester 2</td>
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<tr>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
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<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
<td>Year 4 Semester 1</td>
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<tr>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
<td>Year 4 Semester 1</td>
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<tr>
<td>MGB309</td>
<td>Strategic Management</td>
<td>Year 4 Semester 2</td>
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<tr>
<td>MGB324</td>
<td>Managing Business Growth</td>
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<tr>
<td>MGB310</td>
<td>Sustainability in A Changing Environment</td>
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<tr>
<td>MGB335</td>
<td>Project Management</td>
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**Marketing Major**

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<td>Economics</td>
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<td>BSB111</td>
<td>Business Law and Ethics</td>
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<td>BSB119</td>
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<td>BSB124</td>
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<td>AMB200</td>
<td>Consumer Behaviour</td>
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<td>AMB202</td>
<td>Integrated Marketing Communication</td>
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<td>AMB240</td>
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<td>AMB335</td>
<td>E-marketing Strategies</td>
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<td>AMB336</td>
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**Public Relations Major**

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<td>Global Business</td>
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<td>AMB372</td>
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<td>AMB375</td>
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<td>AMB379</td>
<td>Public Relations Campaigns</td>
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<td>BSB123</td>
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**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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

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
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 and Caboolture
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.

Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB220 ADVANCED MARKETING COMMUNICATION
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 SUM

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
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: MIB311  
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  
Campus: Gardens Point  
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  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2  
**Campus:** Gardens Point  

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

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

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

**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  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  

**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  
**Teaching period:** 2010 SEM-1  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  

**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  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  

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AYN443  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2  
**Campus:** Gardens Point  

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

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AYB219  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2  
**Campus:** Gardens Point  

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AYB221  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2  
**Campus:** Gardens Point  

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

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AYB227  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  

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AYB230  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  

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These units are designed to provide students with a comprehensive understanding of various aspects of accounting and business law, preparing them for careers in these fields.
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  
Contact hours: 3 per week  
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  

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

BSB119 GLOBAL BUSINESS

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

Antirequisites: BSB116, BSB112  
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

BSB123 DATA ANALYSIS

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

Antirequisites: BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  
Credit points: 12  
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, HLB113  
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  
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  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**

<table>
<thead>
<tr>
<th>Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233</th>
<th>Credit points: 12</th>
<th>Teaching period: 2010 SEM-1 and 2010 SEM-2</th>
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</thead>
</table>

**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.

<table>
<thead>
<tr>
<th>Prerequisites: BSB113 or CTB113</th>
<th>Credit points: 12</th>
<th>Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM</th>
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</thead>
</table>

**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.

<table>
<thead>
<tr>
<th>Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)</th>
<th>Antirequisites: EFB312, MIB202</th>
<th>Credit points: 12</th>
<th>Campus: Gardens Point</th>
<th>Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM</th>
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**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.

<table>
<thead>
<tr>
<th>Prerequisites: EFB210</th>
<th>Credit points: 12</th>
<th>Contact hours: 3 per week</th>
<th>Campus: Gardens Point</th>
<th>Teaching period: 2010 SEM-1 and 2010 SEM-2</th>
</tr>
</thead>
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**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.

<table>
<thead>
<tr>
<th>Prerequisites: EFB210</th>
<th>Antirequisites: EFB212, IBB202, EFB240</th>
<th>Credit points: 12</th>
<th>Contact hours: 3 per week</th>
<th>Campus: Gardens Point</th>
<th>Teaching period: 2010 SEM-1 and 2010 SEM-2</th>
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**EFB330 INTERMEDIATE MACROECONOMICS**

<table>
<thead>
<tr>
<th>Prerequisites: EFB223 or EFB102</th>
<th>Credit points: 12</th>
<th>Teaching period: 2010 SEM-1</th>
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**EFB331 INTERMEDIATE MICROECONOMICS**

<table>
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<tr>
<th>Prerequisites: EFB223 or EFB102</th>
<th>Credit points: 12</th>
<th>Teaching period: 2010 SEM-1</th>
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</table>

**EFB332 APPLIED BEHAVIOURAL ECONOMICS**

<table>
<thead>
<tr>
<th>Prerequisites: EFB223 or EFB102</th>
<th>Credit points: 12</th>
<th>Teaching period: 2010 SEM-1</th>
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</table>

**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.

<table>
<thead>
<tr>
<th>Prerequisites: EFB222 or EFB101</th>
<th>Antirequisites: EFB200</th>
<th>Credit points: 12</th>
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</table>
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

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    Equivalent: 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

KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS
This unit introduces you to foundational ideas in the study of communication, drawing on examples of communication practice from contemporary society, and the historical development of both the media of mass communication and ways of theorising its development. The idea of the ‘new’ economy is the organising motif of the unit. The unit both introduces and problematises the discipline of communication as it confronts, engages and interpenetrates the new economy.

KCB102 MEDIA MYTH BUSTING 1
Innovations in media and communication technologies have been deeply implicated in the evolution of human society from ancient times to the present. This unit explores the enabling capacities of media and communications, as well as other aspects of media power from a variety of perspectives. This unit also explores key controversies and debates surrounding the relationships between media and society.
Equivalent: KCB140    Credit points: 12    Contact hours: 2.5 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit is based in rhetorical and group communication theories, as a base for developing professionals who are articulate presenters, probing but empathic interviewers and interviewees, and good team players. Theory and practice are interrelated to develop understanding and self-reflexivity within students concerning their own communication skills, and to guide them to become effective leaders in the communication industries professions. Practice in simulated work situations will allow growth and learning in the laboratory of the classroom.
Equivalent: KCB213    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove and Caboolture    Teaching period: 2010 SEM-1 and 2010 SEM-2

KCB104 INTRODUCTION TO MEDIA AND COMMUNICATIONS: INDUSTRIES
This unit provides an introduction to media and communications industries, with particular reference to the Australian media and communications industries and associated issues. The unit will examine aspects of broadcasting, magazines and publishing, popular music, film, the Internet and games industries, from social, industrial and cultural perspectives. You will be involved in discussion of current issues and media features.
Equivalent: KCB150    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove

KCB105 MEDIA MYTH BUSTING 2
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 involves qualitative and quantitative research methods including observation, focus
groups, case studies, survey research and experiments 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 their conclusions and recommendations.

EQUIVALENTS: KCB334  CREDIT POINTS: 12  CONTACT HOURS: 3 per week, plus several lectures during semester  

KCB301 MEDIA AUDIENCES

This unit provides both a critical and conceptual introduction to the issues arising from the emergence of 'virtual communities', and a practical introduction to the skills and competencies required for the development and maintenance of successful online social networks. It considers issues arising from the development of online communities from the perspectives of corporate cultures and public or civic action, as well as questions of community, identity and social inequality in Internet culture, conflict management, and ethical and privacy issues on the Web.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Website as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. EQUIVALENTS: KCB295  CREDIT POINTS: 12  CONTACT HOURS: 3 per week  

KCB201 NEW MEDIA 1: INFORMATION AND KNOWLEDGE

This unit provides both a critical and conceptual introduction to the issues arising from the emergence of 'virtual communities', and a practical introduction to the skills and competencies required for the development and maintenance of successful online social networks. It considers issues arising from the development of online communities from the perspectives of corporate cultures and public or civic action, as well as questions of community, identity and social inequality in Internet culture, conflict management, and ethical and privacy issues on the Web.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Website as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. EQUIVALENTS: KCB295  CREDIT POINTS: 12  CONTACT HOURS: 3 per week  

KCB202 NEW MEDIA 2: APPLICATIONS AND IMPLICATIONS

New media technologies now affect virtually all aspects of our life, from leisure to work. A thorough understanding of their social, cultural, political and economic impacts is crucial for creative industries practitioners. This unit identifies key new media technologies and provides a contextual understanding of their current roles and potential future trajectories.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Website as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. EQUIVALENTS: KCB295  CREDIT POINTS: 12  CONTACT HOURS: 3 per week  

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 builds on your first-year studies, requiring you to synthesize and apply concepts and methodologies that you have learned in earlier units. This unit prepares you for your final year by focusing broader understandings of media, communication, and production through the lens of consumer cultures. The knowledge that you will gain in this unit will inform your professional, academic, and creative practices in your final year.

Assumed knowledge:
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory skills in media text analysis (e.g. semiotics and discourse analysis)

EQUIVALENTS: KCB336  CREDIT POINTS: 12  CONTACT HOURS: 3 per week  

KCB205 PROFESSIONAL COMMUNICATION

Professional Communication focuses on knowledge and skills required for effective communication with colleagues, sponsors and clients in professional organisational settings. Unit activities will develop practical and critical skills in workplace communication practices. The unit will integrate the central skills of writing and speaking across a range of problem-based tasks, team projects and presentations. Over the semester, students may use class activities to compile professional folios of their work for potential employers and clients.

EQUIVALENTS: KCB334  CREDIT POINTS: 12  CONTACT HOURS: 3 per week  

KCB301 MEDIA AUDIENCES

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 students undertaking research in Media Communication and those seeking employment in media industries.

**Assumed knowledge:**
* Introductory understanding of the relationship between media texts, institutions and society
* Introductory knowledge of the following, as they apply to media or market research:
  - Quantitative and Qualitative research design
  - Basic statistical analysis skills
  - Qualitative research methods such as interviews and participant observation

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

**KCB302 POLITICAL COMMUNICATION**
This unit provides an overview of the theory and practice of political communication and the role of discursive strategies in the social construction of meaning, with particular reference to media and communications industries. The unit examines political campaigns in Australia and internationally, through a critical examination of theories of media influence, as well as notions of crisis management, rhetorical models, persuasion theory, and the use of images as a power resource to succeed in political campaigns. The unit explores how survey research helps the planning and development of political strategies through an analysis of their application in recent political campaigns.  

**Equivalents:** KCB311  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KCB303 BRISBANE MEDIA MAP**
In this unit, you will explore ways in which your knowledge of media industries, audiences and texts finds application in employment contexts. You also develop and consolidate an applied understanding of databases in the process of maintaining and developing an online directory of media and related organisations serving the greater Brisbane area. Questions of professional practice in online and workplace environments are also discussed, with particular reference to matters of freedom of expression, accuracy and fairness, access and equity, cultural difference, privacy, security and intellectual property.  

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KCB304 MANAGING COMMUNICATION RESOURCES**
An understanding of controlled media (ie media in which the communicator, rather than a gatekeeper, controls the final content), in both print and electronic forms, is critical for professional communicators. Controlled media resources remain the most common tools developed during communication campaigns. This unit develops your ability to devise effective resources for clients. You will develop practical skills in managing projects, researching the audience, writing and designing resources, testing their work, and seeing the product through to final production. This unit involves desktop publishing training and offers you an opportunity to develop a print or electronic resource for a client.  

**Prerequisites:** Completion of 72 credit points of study  
**Equivalents:** KCB335  
**Credit points:** 12  
**Contact hours:** 5.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES**
This unit introduces concepts of the creative industries and the work of creative industries practitioners and professionals who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner.  

**Equivalents:** KKB009, KKB618  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-1

**KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS**
The capacities to work collaboratively and to communicate effectively using multimedia technologies are essential characteristics for any Creative Industries professional. In this unit you will have the opportunity to acquire and apply collaborative principles and practices and multimedia communication skills in the production of creative content.  

**Assumed knowledge:** KKB101 is assumed knowledge.  
**Equivalents:** KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2010 SEM-2

**KKB341 WORKPLACE LEARNING 1**
It is important that Creative Industries professionals gain real work experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This unit is offered during the final year of an undergraduate...
degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.

**Prerequisites:** Completion of 168 credit points of study

**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KKB343 SERVICE LEARNING 1**

Service Learning is a form of experiential education characterised by student participation in an organised, service activity connected to specific learning outcomes, meets identified community non-profit organisations' needs and provides structured time for student reflection and connection of the service experience to learning. This elective unit is offered during the final year of an undergraduate Creative Industries degree course at which time students are able to apply appropriate, transferable skills to benefit a community organisation.

**Prerequisites:** Completion of 168 credit points of study

**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**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, and is designed to contribute towards students’ increased self-knowledge and confidence as practitioners in the Creative Industries.

**Prerequisites:** Completion of 72 credit points of Creative Industries units (K%B% units)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester.  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**KWB103 PERSUASIVE WRITING**

This unit teaches the use of persuasive writing in the workplace. The unit analyses a variety of writing genres to reveal how they persuade their audiences. The analysis is founded on critical discourse and semiotic theory. You will apply these learned techniques and theories to produce a portfolio of persuasive writing. It covers a range of genres such as public health campaigns, proposals, speechwriting and political persuasion.

**Antirequisites:** KWP402  
**Equivalents:** KWB315  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

**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

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**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 a 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

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**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

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**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:** MGB223

**Equivalents:** MGB218

**Credit points:** 12

**Contact hours:** 3

**Teaching period:** 2010 SEM-1

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**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

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**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

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**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

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**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  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2