Bachelor of Business / Bachelor of Laws (IX71)

Year offered: 2010
Admissions: Yes
CRICOS code: 066414K
Course duration (full-time): 5.5 years
Domestic fees (indicative): 2010: CSP $4,500 (indicative) per semester
International Fees (indicative): 2010: $10,250 (indicative) per semester
Domestic Entry: February
International Entry: February and July* (*Subject to availability)
QTAC code: 419222
Past rank cut-off: 92
Past OP cut-off: 5
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: 528
Standard credit points per full-time semester: 48
Course coordinator: Dr Claire Gardiner (Director of Undergraduate Studies, QUT Business School); Dr Bill Dixon (Law)
Discipline coordinator: Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

Course design
Students are required to complete 528 credit points, comprised of 192 credit points for the Bachelor of Business program and 336 credit points for the Bachelor of Laws program.

Business students will complete 16 units consisting of eight Faculty Core Units (seven prescribed BSBxxx units and MGB223) and an eight unit major. The content for Business Law and Ethics (BSB111) overlaps with the Bachelor of Laws and has been replaced by MGB223 Entrepreneurship and Innovation.

Students must choose a major from:

- Accountancy
- Advertising
- Banking and Finance
- Economics
- Entrepreneurship and Innovation
- Human Resource Management
- International Business
- Management
- Marketing
- Public Relations
- Philanthropy and Nonprofit Studies

For professional recognition, the Accountancy structure differs from the normal structure. Accountancy students will complete seven Faculty Core Units and complete a nine unit major.

Professional recognition
The QUT Bachelor of Laws course is an approved degree for the purposes of the Legal Practitioners Admission Rules. Accordingly, it enables graduates to satisfy the academic requirements for admission to practise as a solicitor and/or barrister in all Australian states and territories. The QUT LLB degree qualification is also recognised for admission purposes in West and East Malaysia, Fiji and Papua New Guinea.

Business component: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. See individual Majors for details.

Advanced standing
You may wish to apply for advanced standing (also known as credit or exemption) for former completed studies and other assessable learning outcomes. See more at Advanced Standing

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.

Faculty of Law course structure

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>LWB145  Legal Foundations A</td>
</tr>
</tbody>
</table>
### Law Electives

Further information regarding Law Electives can be found at: [http://www.law.qut.edu.au/study/courses/ugrad/lselect.jsp](http://www.law.qut.edu.au/study/courses/ugrad/lselect.jsp)

### Accountancy Major

#### Year 1, Semester 1
- BSB110 Accounting
- BSB113 Economics

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

#### Year 2, Semester 1
- BSB115 Management
- AYB200 Financial Accounting

#### Year 2, Semester 2
- AYB225 Management Accounting
- AYB221 Computerised Accounting Systems

#### Year 3, Semester 1
- EFB210 Finance 1
- AYB340 Company Accounting

#### Year 3, Semester 2
- AYB321 Strategic Management Accounting
- BSB119 Global Business

#### Year 4, Semester 1
- BSB126 Marketing
- AYB311 Financial Accounting Issues

#### Year 4, Semester 2
- AYB301 Audit and Assurance
- AYB339 Accountancy Capstone

#### Year 5, Semesters 1 & 2
See Law Course Structure

#### Year 6, Semester 1
Law Elective
Law Elective
Law Elective
Law Elective

---

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>LWB147</td>
<td>Torts A</td>
</tr>
<tr>
<td>LWB146</td>
<td>Legal Foundations B</td>
</tr>
<tr>
<td>LWB148</td>
<td>Torts B</td>
</tr>
<tr>
<td>LWB238</td>
<td>Fundamentals of Criminal Law</td>
</tr>
<tr>
<td>LWB136</td>
<td>Contracts A</td>
</tr>
<tr>
<td>LWB240</td>
<td>Principles of Equity</td>
</tr>
<tr>
<td>LWB243</td>
<td>Property Law A</td>
</tr>
<tr>
<td>LWB241</td>
<td>Trusts</td>
</tr>
<tr>
<td>LWB244</td>
<td>Property Law B</td>
</tr>
<tr>
<td>LWB242</td>
<td>Constitutional Law</td>
</tr>
<tr>
<td>LWB432</td>
<td>Evidence</td>
</tr>
<tr>
<td>LWB334</td>
<td>Corporate Law</td>
</tr>
<tr>
<td>LWB335</td>
<td>Administrative Law</td>
</tr>
<tr>
<td>LWB431</td>
<td>Civil Procedure</td>
</tr>
<tr>
<td>LWB433</td>
<td>Professional Responsibility</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td></td>
</tr>
<tr>
<td>BSB123 Data Analysis</td>
<td></td>
</tr>
<tr>
<td>BSB124 Working in Business</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB110 Accounting</td>
</tr>
<tr>
<td>MGB223 Entrepreneurship and Innovation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB222 Quantitative Methods For Economics and Finance</td>
</tr>
<tr>
<td>EFB223 Economics 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB330 Intermediate Macroeconomics</td>
</tr>
<tr>
<td>EFB331 Intermediate Microeconomics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice units or remaining Faculty Core Units</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice units or remaining Faculty Core Units</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB338 Contemporary Application of Economic Theory</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 5, Semesters 1 &amp; 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice units or remaining Faculty Core Units</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 6, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>See Law Course Structure</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Choice Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose any three of the following:</td>
</tr>
<tr>
<td>EFB332 Applied Behavioural Economics</td>
</tr>
<tr>
<td>EFB333 Introductory Econometrics</td>
</tr>
<tr>
<td>EFB334 Environmental Economics and Policy</td>
</tr>
<tr>
<td>EFB336 International Economics</td>
</tr>
<tr>
<td>EFB337 Game Theory and Applications</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Important Information:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please note: BSB119 and BSB126 are the remaining Faculty Core Units to be completed. Check for unit availability when selecting Choice units.</td>
</tr>
</tbody>
</table>
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
- BSB119 Global Business

Year 2, Semester 2
- BSB123 Data Analysis
- MGB223 Entrepreneurship and Innovation

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

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

Year 4, Semester 1
- EFB223 Economics 2
- EFB335 Investments

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

Year 5, Semesters 1 & 2
- MGB331 Learning and Development in Organisations
- MGB339 Performance and Reward

Year 6, Semester 1
- 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
### Management Major

#### Year 3, Semester 1
- BSB223 Economics
- MGB225 Entrepreneurship and Innovation

#### Year 3, Semester 2
- MGB225 Intercultural Communication and Negotiation Skills
- AYB227 International Accounting

#### Year 4, Semester 1
- MGB200 Leading Organisations
- MGB225 Intercultural Communication and Negotiation Skills

#### Year 4, Semester 2
- MGB309 Strategic Management
- MGB324 Managing Business Growth

#### Year 5, Semester 1 & 2
- MGB310 Sustainability in A Changing Environment
- MGB335 Project Management

#### Year 6, Semester 1
- See Law Course Structure

### Marketing Major

#### Year 3, Semester 2
- MGB200 Leading Organisations
- MGB225 Intercultural Communication and Negotiation Skills

#### Year 4, Semester 1
- MGB309 Strategic Management
- MGB324 Managing Business Growth

#### Year 4, Semester 2
- MGB310 Sustainability in A Changing Environment
- MGB335 Project Management

#### Year 5, Semester 1 & 2
- See Law Course Structure

### Year 6, Semester 1
- See Law Course Structure

### Marketing Major

#### Year 1, Semester 1
- BSB113 Economics
- BSB126 Marketing

#### Year 2, Semester 1
- BSB115 Management
- BSB123 Data Analysis

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

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

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

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

---

CRICOS No. 00213J ABN 83 791 724 622

Published on: 16 May 2011

Page 5/27
<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 4, Semester 2</td>
<td>AMB336</td>
<td>International Marketing</td>
</tr>
<tr>
<td></td>
<td>AMB359</td>
<td>Strategic Marketing</td>
</tr>
<tr>
<td>Year 5, Semester 1 &amp; 2</td>
<td>See Law Course Structure</td>
<td></td>
</tr>
<tr>
<td>Year 6, Semester 1</td>
<td>See Law Course Structure</td>
<td></td>
</tr>
</tbody>
</table>

**Public Relations Major**

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td></td>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td></td>
<td>BSB115</td>
<td>Management</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td></td>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td></td>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td></td>
<td>MGB223</td>
<td>Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Year 3, Semester 2</td>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td></td>
<td>AMB373</td>
<td>Corporate Communication</td>
</tr>
<tr>
<td>Year 4, Semester 1</td>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
</tr>
<tr>
<td></td>
<td>AMB375</td>
<td>Public Relations Management</td>
</tr>
<tr>
<td>Year 4, Semester 2</td>
<td>AMB379</td>
<td>Public Relations Campaigns</td>
</tr>
<tr>
<td></td>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>Year 5, Semesters 1 &amp; 2</td>
<td>See Law Course Structure</td>
<td></td>
</tr>
</tbody>
</table>

**Accountancy Major - For students who commenced in 2007 or 2008**

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td></td>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td></td>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td></td>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td></td>
<td>BSB126</td>
<td>Marketing</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td></td>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
<tr>
<td>Year 3, Semester 2</td>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
<tr>
<td></td>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>Year 4, Semester 1</td>
<td>EFB222</td>
<td>Quantitative Methods For Economics and Finance</td>
</tr>
<tr>
<td></td>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td>AYB321</td>
</tr>
<tr>
<td>Year 4, Semester 2</td>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
<tr>
<td></td>
<td>AYB339</td>
<td>Accountancy Capstone</td>
</tr>
<tr>
<td>Year 5, Semesters 1 &amp; 2</td>
<td>See Law Course Structure</td>
<td></td>
</tr>
</tbody>
</table>

**Important Note:**

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.
NOTE: For CPA requirements students must undertake LWB364 Introduction to Taxation Law and LWB366 Law of Commercial Entities in place of 2 law electives in Year 5, Semester 1.

Advertising Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1
BSB119 Global Business
BSB126 Marketing

Year 1, Semester 2
BSB110 Accounting
BSB115 Management

Year 2, Semester 1
AMB200 Consumer Behaviour
BSB124 Working in Business

Year 2, Semester 2
BSB123 Data Analysis
BSB113 Economics

Year 3, Semester 1
AMB220 Advertising Theory and Practice
AMB230 Digital Promotions

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
AMB202 Integrated Marketing Communication

Year 5, Semesters 1 & 2
See Law Course Structure.

Important Note:
NOTE: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1
BSB113 Economics
BSB115 Management

Year 1, Semester 2
BSB124 Working in Business
BSB126 Marketing

Year 2, Semester 1
BSB110 Accounting
BSB123 Data Analysis

Year 2, Semester 2
EFB223 Economics 2
BSB119 Global Business

Year 3, Semester 1
EFB210 Finance 1
EFB201 Financial Markets

Year 3, Semester 2
EFB307 Finance 2
EFB222 Quantitative Methods For Economics and Finance

Year 4, Semester 1
EFB333 Introductory Econometrics
EFB335 Investments

Year 4, Semester 2
EFB312 International Finance
Any Finance Unit

Year 5, Semesters 1 & 2
See Law Course Structure

Important Note:
Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1
BSB113 Economics
BSB115 Management
### Human Resource Management Major - For Students who commenced in 2007 or 2008

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB113 Economics</td>
<td>BSB110 Accounting</td>
</tr>
<tr>
<td>BSB115 Management</td>
<td>BSB123 Data Analysis</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
<th>Year 2, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119 Global Business</td>
<td>MGB207 Human Resource Issues and Strategy</td>
</tr>
<tr>
<td>EFB210 Finance 1</td>
<td>MGB220 Business Research Methods</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB330 Intermediate Macroeconomics</td>
<td>MGB200 Leading Organisations</td>
</tr>
<tr>
<td>EFB331 Intermediate Microeconomics</td>
<td>HRM Option Unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
<th>Year 4, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB331 Learning and Development in Organisations</td>
<td>MGB320 Recruitment and Selection</td>
</tr>
<tr>
<td>MGB339 Performance and Reward</td>
<td>HRM Option Unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 5, Semester 1 &amp; 2</th>
<th>Year 5, Semester 1 &amp; 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>See Law Course Structure</td>
<td>See Law Course Structure</td>
</tr>
</tbody>
</table>

#### Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

### International Business Major - For Students who commenced in 2007 or 2008

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB126 Marketing</td>
<td>BSB110 Accounting</td>
</tr>
<tr>
<td>BSB124 Working in Business</td>
<td>BSB123 Data Analysis</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
<th>Year 2, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119 Global Business</td>
<td>MGB207 Human Resource Issues and Strategy</td>
</tr>
<tr>
<td>EFB210 Finance 1</td>
<td>MGB220 Business Research Methods</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB331 Learning and Development in Organisations</td>
<td>MGB200 Leading Organisations</td>
</tr>
<tr>
<td>MGB339 Performance and Reward</td>
<td>HRM Option Unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
<th>Year 4, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB331 Learning and Development in Organisations</td>
<td>MGB320 Recruitment and Selection</td>
</tr>
<tr>
<td>MGB339 Performance and Reward</td>
<td>HRM Option Unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 5, Semester 1 &amp; 2</th>
<th>Year 5, Semester 1 &amp; 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>See Law Course Structure</td>
<td>See Law Course Structure</td>
</tr>
</tbody>
</table>

#### Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.
<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th>Year 2, Semester 1</th>
<th>Year 2, Semester 2</th>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 2</th>
<th>Year 4, Semester 1</th>
<th>Year 4, Semester 2</th>
<th>Year 5, Semesters 1 &amp; 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119 Global Business</td>
<td>BSB110 Accounting</td>
<td>BSB115 Management</td>
<td>MGB225 Intercultural Communication and Negotiation Skills</td>
<td>EFB240 Finance for International Business</td>
<td>MGB210 Managing Operations</td>
<td>MGB310 Sustainability in A Changing Environment</td>
<td>Management students must choose two from the above list (one must be a Level 3 unit)</td>
</tr>
<tr>
<td>BSB126 Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MGB309 Strategic Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>See Law Course Structure</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Plus 3 units from the following list:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MGB201 Contemporary Employment Relations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MGB324 Managing Business Growth</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MGB314 Organisational Consulting and Change</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MGB370 Personal and Professional Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MGB225 Intercultural Communication and Negotiation Skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Management students must choose two from the above list (one must be a Level 3 unit)</td>
</tr>
</tbody>
</table>

**Important Note:**

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

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

**Management Major - For Students who commenced in 2007 or 2008**

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
<th>Year 2, Semester 1</th>
<th>Year 2, Semester 2</th>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB113 Economics</td>
<td>BSB124 Working in Business</td>
<td>BSB110 Accounting</td>
<td>BSB119 Global Business</td>
<td></td>
</tr>
<tr>
<td>BSB115 Management</td>
<td>BSB126 Marketing</td>
<td>BSB123 Data Analysis</td>
<td>MGB200 Leading Organisations</td>
<td></td>
</tr>
</tbody>
</table>

**Important Note:**

Note: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative units.
Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

### Marketing Major - For Students who commenced in 2007 or 2008

| Year 1, Semester 1 | | |
|-------------------|-------------------------|
| BSB119 Global Business | BSB126 Marketing |
| Year 1, Semester 2 | | |
| BSB110 Accounting | BSB115 Management |
| Year 2, Semester 1 | | |
| AMB200 Consumer Behaviour | BSB124 Working in Business |
| Year 2, Semester 2 | | |
| BSB123 Data Analysis | BSB113 Economics |
| Year 3, Semester 1 | | |
| AMB202 Integrated Marketing Communication | AMB240 Marketing Planning and Management |
| Year 3, Semester 2 | | |
| AMB201 Marketing and Audience Research | AMB335 E-marketing Strategies |
| Year 4, Semester 1 | | |
| AMB340 Services Marketing | Any Marketing Unit |
| Year 4, Semester 2 | | |
| AMB359 Strategic Marketing | AMB252 Business Decision Making |
| OR | |
| AMB336 International Marketing | |
| Year 5, Semesters 1 & 2 | | |
| See Law Course Structure | |

### Public Relations Major - For Students who commenced in 2007 or 2008

| Year 1, Semester 1 | | |
|-------------------|-------------------------|
| BSB119 Global Business | BSB126 Marketing |
| Year 1, Semester 2 | | |
| BSB110 Accounting | BSB115 Management |
| Year 2, Semester 1 | | |
| BSB124 Working in Business | AMB201 Marketing and Audience Research |
| Year 2, Semester 2 | | |
| BSB123 Data Analysis | BSB113 Economics |
| Year 3, Semester 1 | | |
| AMB202 Integrated Marketing Communication | AMB260 Public Relations Theory and Practice |
| Year 3, Semester 2 | | |
| AMB261 Media Relations and Publicity | AMB262 Public Relations Writing |
| Year 4, Semester 1 | | |
| AMB360 Corporate Communication Management | AMB374 Global Public Relations Cases |
| Year 4, Semester 2 | | |
| AMB371 Corporate Communication Strategies | AMB379 Public Relations Campaigns |

#### Important Note:

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

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

| Year 5, Semesters 1 & 2 | | |
|-------------------------|-------------------------|
| See Law Course Structure | |

#### Course Note:

Students who have commenced in 2005 and...
Transitional notes on Law units for students who have transferred from IF41 to IX71:

- LWB142 and LWB144 are now law contextual elective units.
- LWB145 Legal Foundations A was LWB141 Legal Institutions and Method.
- LWB146 Legal Foundations B was LWB143 Legal Research and Writing (prerequisite LWB141).
- LWB147 Torts A was LWB138 Fundamentals of Torts.
- LWB148 Torts B was LWB139 Select Issues in Torts (prerequisite LWB138).
- LWB242 Constitutional Law was LWB231 Introduction to Public Law and LWB235 Australian Federal Constitutional Law.
- LWB243 Property Law was LWB236 Real Property A (prerequisite LWB143 & LWB240).
- LWB244 Property Law B was LWB237 Real Property B (prerequisite LWB236).
- LWB333 Theories of Law is now an elective unit.
- LWB335 Administrative Law was LWB331 Administrative is now (prerequisite LWB231).
- LWB434 Advanced Research and Legal Reasoning is now LWB435 Legal Research in Practice (prerequisite LWB143/LWB145) and it is now an elective unit.

Due to the restructure of the law course and the changes to the units required for admission purposes, the total number of elective units that students will be permitted to undertake will vary depending on the year of commencement and the number of units completed to date.

If you have not followed the standard course structure up to this point in time or are uncertain as to the correct number of electives available please contact the Law School Enquiries on (07)3138 2707 or email: law_enquiries@qut.edu.au.

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

<table>
<thead>
<tr>
<th>Faculty Core units</th>
<th>Accountancy Core units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119 now retitled BSB119 Global Business</td>
<td>AYB121 is now AYB200 Financial Accounting AYB121</td>
</tr>
<tr>
<td>BSB122 is replaced by BSB123 Data Analysis</td>
<td>AYB220 is now AYB340 Company Accounting AYB220</td>
</tr>
<tr>
<td>AYB301 now retitled AYB301 Audit and Assurance</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertising Core units</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB221 is now AMB318 Advertising Copywriting</td>
</tr>
<tr>
<td>AMB222 is now AMB319 Media Planning</td>
</tr>
<tr>
<td>AMB321 is now AMB339 Advertising Campaigns</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Banking and Finance Core units</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance</td>
</tr>
<tr>
<td>EFB102 now retitled EFB223 Economics 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Economics Core units</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance</td>
</tr>
<tr>
<td>EFB102 now retitled EFB223 Economics 2</td>
</tr>
<tr>
<td>EFB202 is replaced by EFB330 Intermediate Macroeconomics</td>
</tr>
<tr>
<td>EFB211 is replaced by EFB331 Intermediate Microeconomics</td>
</tr>
<tr>
<td>EFB314 is replaced by EFB336 International Economics</td>
</tr>
<tr>
<td>EFB329 is now EFB338 Contemporary Application of Economic</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electronic Business Core units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB212 is replaced by AYB114 Business Technologies</td>
</tr>
<tr>
<td>BSB213 is replaced by AYB115 Governance Issues and Fraud</td>
</tr>
<tr>
<td>BSB314 is replaced by Forensic and Business Intelligence</td>
</tr>
<tr>
<td>ITB233 is now INB312 Enterprise Systems Application</td>
</tr>
<tr>
<td>ITB233 is now INB830 Web Sites for E-Commerce</td>
</tr>
<tr>
<td>ITB239 is now INB342 Enterprise Data Mining</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Human Resource Management Core units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB220 now retitled MGB220 Business Research Methods</td>
</tr>
<tr>
<td>MGB221 is now MGB339 Performance and Reward</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>International Business Core units</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBB202 is replaced by EFB240 Finance for International Business</td>
</tr>
</tbody>
</table>
IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB210 is now replaced by AMB210 Importing and Exporting

IBB213 is now AMB336 International Marketing

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

IBB300 is now AMB369 International Business Strategy

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

Management Core units

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

Marketing Core units

AMB241 is now AMB335 E-Marketing Strategies

AMB341 is now AMB359 Strategic Marketing

Public Relations Core units

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB360 is replaced by AMB373 Corporate Communication

AMB361 is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223 replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

AYB305 is replaced by AYB205 Law of Business Entities

AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223 is replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230 now retitled AMB230 Digital Promotions

AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

EFB318 is replaced by EFB335 Investments

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

EFB200 is replaced by EFB333 Introductory Econometrics

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB325 is replaced by EFB336 International Economics

EFB318 is replaced by EFB335 Investments

EFB324 is replaced by EFB337 Game Theory and Applications

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

EFB200 is replaced by EFB333 Introductory Econometrics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318 is replaced by EFB335 Investments

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315 is now MGB370 Personal & Professional Development

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

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

International Business Extended Major (IBX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

IBB303 is now AMB303 International Logistics

AMB230 now retitled AMB230 Digital Promotions

IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

MGB218 is now MGB324 Managing Business Growth

MGB315 is now MGB370 Personal & Professional Development
IBB210 is replaced by AMB210 Importing and Exporting
IBB303 is now AMB303 International Logistics

Marketing Extended Major (MKX)
AMB251 now retitled AMB251 Innovation and Brand Management
AMB260 is replaced by AMB263 Introduction to Public Relations
AMB351 is now AMB209 Tourism Marketing
AMB352 is replaced by AMB252 Business Decision Making
AMB354 is now AMB208 Events Marketing
IBB213 is now AMB336 International Marketing
IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)
AMB370 is replaced by AMB374 Global Public Relations Cases
AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)
AYB223 is replaced by AYB230 Corporations Law
AYB325 is now AYB219 Taxation Law
AYB305 is now AYB205 Company Law & Practice
AYB312 is now AYB232 Financial Institutions Law
BSB213 is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)
BSB212 is replaced by AYB114 Business Technologies
BSB213 is replaced by AYB115 Governance Issues and Fraud
BSB314 is replaced by AYB341 Forensic and Business Intelligence
ITB233 is now INB312 Enterprise Systems Applications
ITB823 is now INB830 Web Sites for E-Commerce
ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)
EFB102 is replaced by EFB223 Economics 2
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB329 is now 338 Contemporary Applications of Economics
EFB314 is replaced by EBF336 International Economics
EFB324 is replaced by EFB201 Financial Markets
EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)
AMB260 is replaced by AMB263 Introduction to Public Relations
AMB230 now retitled AMB230 Digital Promotions
AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)
IBB303 is now AMB303 International Logistics
BSB314 is replaced by AYB341 Forensic and Business Intelligence
IBB210 is replaced by AMB210 Importing and Exporting
EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)
AMB230 now retitled AMB230 Digital Promotion
AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specilisation (IEX)
IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

UNIT SYNOPSES

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

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

**AMB201 MARKETING AND AUDIENCE RESEARCH**

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

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

**AMB202 INTEGRATED MARKETING COMMUNICATION**

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

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

**AMB210 IMPORTING AND EXPORTING**

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

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

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

**AMB220 ADVERTISING THEORY AND PRACTICE**

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

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

**AMB230 DIGITAL PROMOTIONS**

This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on 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:** COB308  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**

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

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

---

**AMBB252 BUSINESS DECISION MAKING**

**Prerequisites:** BSB126 or CTB126   
**Equivalents:** AMB352   
**Credit points:** 12   
**Campus:** Gardens Point

---

**AMBB260 PUBLIC RELATIONS THEORY AND PRACTICE**

This unit introduces the student to the theory and research that serves as the foundation of the practice of public relations. The unit surveys the history of the discipline, the theories on which the discipline is based, and current models of practice. The unit focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics.

**Prerequisite(s):** BSB126 or BSB116 or BSB117 or CTB126 or 48 credit points of previous study for non-Business students only   
**Contact hours:** 3 per week   
**Campus:** Gardens Point   
**Incompatible with:** COB325

---

**AMBB261 MEDIA RELATIONS AND PUBLICITY**

This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.

**Prerequisite(s):** AMBB260   
**Contact hours:** 3 per week   
**Campus:** Gardens Point   
**Incompatible with:** COB325

---

**AMBB262 PUBLIC RELATIONS WRITING**

This unit will introduce students to a range of public relations writing needs. With heavy practical emphasis, the students will create a substantial portfolio of writing across controlled and uncontrolled media. Writing for print and electronic forms is covered as well as new/interactive media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the research components of the writing exercise as well as the writing/rewriting cycle.

**Prerequisite(s):** AMBB260   
**Credit points:** 12   
**Contact hours:** 3 per week   
**Campus:** Gardens Point   
**Teaching period:** 2009 SEM-1   
**Incompatible with:** COB326

---

**AMBB263 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 AMBB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.

**Prerequisite(s):** BSB126, CTB126, BSB116, or BSB117   
**Antirequisites:** AMBB260   
**Credit points:** 12   
**Campus:** Gardens Point   
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

---

**AMBB264 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 AMBB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.

**Prerequisite(s):** BSB126, CTB126, BSB116, or BSB117   
**Antirequisites:** AMBB261, AMBB262   
**Credit points:** 12   
**Campus:** Gardens Point   
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

---

**AMBB303 INTERNATIONAL LOGISTICS**

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

**Prerequisite(s):** AMBB210, AMBB210, AMBB240, or CTB240   
**Antirequisites:** 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

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  Equivalents: CTB340  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB359 STRATEGIC MARKETING
Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.
Prerequisites: AMB340, and AMB335 or AMB241  Equivalents: AMB341  Credit points: 12  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB360 CORPORATE COMMUNICATION MANAGEMENT
The unit explores the corporate communication management function within an organisation and identifies how decisions about the use of various corporate communication solutions are made. Emphasis is placed on the role of corporate communication in management systems, the nature and processes of information management in corporate communication and environmental analysis. The unit also draws on
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.’
Prerequisite(s): AMB336, AMB303, IBB303, or IBB213
Equivalents: IBB300
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB371 CORPORATE COMMUNICATION STRATEGIES
This unit provides students with an understanding of the development and analysis of communication strategy in public relations and corporate communication. Students learn theory and practice for systematic analysis of the "fit" between environmental factors and organisational resources, the resulting communication problems and development of communication strategies. Students integrate theory and research in such areas as media effects, organisational change, diffusion, and persuasion for analysis and development of communication strategy.
Prerequisite(s): AMB360 or AMB361
Contact hours: 3 per week
Campus: Gardens Point

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.
Prerequisite(s): ((AMB263 or AMB260) and AMB264) or (AMB261 and AMB262)
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.
Prerequisite(s): AMB372 and AMB373, or AMB360
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB379 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.
Prerequisite(s): AMB372, AMB376, or AMB376
Equivalents: AMB370
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS MANAGEMENT
This unit provides students with an understanding of the development and analysis of communication strategy in public relations and corporate communication. Students learn theory and practice for systematic analysis of the "fit" between environmental factors and organisational resources, the resulting communication problems and development of communication strategies. Students integrate theory and research in such areas as media effects, organisational change, diffusion, and persuasion for analysis and development of communication strategy.
Prerequisite(s): AMB360 or AMB361
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB370 PUBLIC RELATIONS MANAGEMENT
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.
Prerequisite(s): AMB374 or AMB370, and AMB201 or CTB201
Equivalents: AMB361
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.
Prerequisite(s): BSB110 or CTB110
Equivalents: AYB121
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SEM-2
AYB221 COMPUTERISED ACCOUNTING SYSTEMS
This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.
Prerequisites: BSB110 or CTB110
Antirequisites: AYN443
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

AYB227 INTERNATIONAL ACCOUNTING
International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide.
Prerequisites: BSB110 or CTB110, and BSB119 or CTB119
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1

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

AYB339 ACCOUNTANCY CAPSTONE
Accountancy Capstone co-ordinates several parts of the accountancy degree that have already been studied by students. At the same time some new concepts are introduced for each topic. The unit attempts to simulate the real world where the professional advisor/consultant is confronted with unstructured multi-disciplined problems on a day-to-day basis.

Based on the Problem-Based Learning (PBL) methodology, students will learn the process of how to deal with the problems typically faced by the professional advisor/consultant. These problems require students to work together in teams, research issues, gather information and form conclusions.

Prerequisites: (AYB220 or AYB340 and AYB311), OR (AYB220 or AYB340 and AYB321) Antirequisites: AYN520 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

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

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

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

Antirequisites: BSD115 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, HHB113  
**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

### EFB200 APPLIED REGRESSION ANALYSIS

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

**Prerequisite(s):** EFB101 or MAB101  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

### EFB201 FINANCIAL MARKETS

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

**Prerequisite(s):** 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.

**Prerequisite(s):** 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

**Prerequisite(s):** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
**Antirequisites:** EFB101  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 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.

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

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

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

EFB328 PUBLIC ECONOMICS AND FINANCE
The major topics/areas covered in this unit include principles underlying government provision, distribution and finance as responses to market failure, externalities and government intervention in the presence of externalities and economics of pollution control. Cost-benefit analysis and the environment are also dealt with under this section. In the next section we provide an introduction to taxation and then we discuss tax compliance and reform of the tax system. Under education the unit will cover the following: Market failure and government failure in education, financing of education and education outcomes, consumer choice in education and economic analysis of current directions in education reform. Under health the unit will cover topics such as demand for health, health sector targets and instruments of public policy, health care financing and outputs in Australia and problems of information in the health sector.
Prerequisite(s): EFB211
Contact hours: 3 per week
Campus: Gardens Point

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

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

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

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

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

EFB335 INVESTMENTS
Prerequisites: EFB307
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2
EFB336 INTERNATIONAL ECONOMICS
Prerequisites: EFB330 or EFB202, and EFB331 or EFB211  Antirequisites: EFB314  Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-2

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

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.  
Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  
Equivalents: EFB329  Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-2

EFB340 FINANCE CAPSTONE
Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period.  
Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

IBB208 EUROPEAN BUSINESS DEVELOPMENT
This unit focuses on the major factors involved in the development of European business practices, organisational structures and government/business relations. Topics covered will include: demographic change; agriculture; trade and colonisation; transport and communications; financial institutions and capital accumulation; intellectual and religious movements; economic theories; the role of government; war and revolution; industrialisation; big business; the Great Depression; social change. Various countries will be used as case studies to illustrate the topics.  
Prerequisite(s): BSB119 or CTB119 or BSB116  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB208

IBB217 ASIAN BUSINESS DEVELOPMENT
This unit gives students an understanding of the historical foundations of the development of business in East and South East Asia. Material presented includes the traditional economic and social institutions in Asia and their changing impact on business since East Asia’s integration into the international economy. Topics studied will include: the evolution of local firms and firm structures; the impact of western business and economic influences; local ideology and development policies; the rapid growth of Northeast Asia, the Asian NICs and ASEAN. The changing impact of the international economy upon business development within selected East Asian economies is a unifying theme of this unit.  
Prerequisite(s): BSB119 or CTB119 or BSB116  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB200

LWB136 CONTRACTS A
This unit includes the following: formation of contracts; equitable estoppel; privity of contract; formalities; express and implied terms; an examination of promises which are legally binding; how contractual promises may be characterised and the significance of that characterisation.  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and External  
Teaching period: 2010 SEM-1 and 2010 SEM-2

LWB137 CONTRACTS B
Legally binding promises pervade society, from uncomplicated bargains like riding on a bus to complex multi-million dollar transactions. The law of contract provides an understanding of promises which are legally binding, how contractual promises may be characterised and the significance of that characterisation, and how contractual promises may be discharged or invalidated. This is the second of two associated units which examine the law of contract, the focus of this unit being on the discharge of contractual promises, remedies for breach and the invalidation of contracts. The two units together provide the foundation for several units encountered later in the course.  
Prerequisites: LWB136  
Credit points: 12  
Contact hours: 3 hours per week  
Campus: Gardens Point and External  
Teaching period: 2010 SEM-1 and 2010 SEM-2

LWB145 LEGAL FOUNDATIONS A
The unit aims to provide foundational knowledge about law and legal concepts, the Australian legal system and constitution, sources of law (including their purpose and use) and the ethical underpinnings of the law and legal profession. The unit also aims to introduce, within real world contexts, the essential legal skills of case analysis, problem solving, legal writing, legal reasoning, legal research and statutory interpretation to enable students to progress in their study of law.  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and External  
Teaching period: 2010 SEM-1 and 2010 SEM-2
LWB146 LEGAL FOUNDATIONS B
The aim of this unit is for you to further develop, within real world contexts, the skills in legal research, analysis, problem solving and writing that were introduced in LWB145 Legal Foundations A. This aim is directed towards ensuring that by the end of the first year of your law degree you are able to perform tasks required to progress your study of law and that you can reflect on the continued development of your legal research and writing skills to equip you with the skills required in legal practice.
Prerequisites: LWB141 or LWB145  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-1 and 2010 SEM-2

LWB147 TORTS A
The aims of this unit are for you to develop an understanding of the law of torts relating to trespass, negligence and workers’ compensation and the underlying principles and policies that influence the development of torts law. Further, this unit aims to demonstrate how the law of torts works in a real world context, with particular focus on legal problem solving and the teaching of legal interviewing skills. The unit will practise and develop the foundational legal skills introduced in LWB145 Legal Foundations A.
Corequisites: LWB145  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-1 and 2010 SEM-2

LWB148 TORTS B
This unit aims to build upon the knowledge, understanding and skills developed in Torts A through a more in-depth examination of a wider range of torts and related issues. It also aims to equip you with a more detailed and sophisticated knowledge and understanding of how this area of the law is likely to develop in the 21st Century. Integral to this is the development of your skills, necessary for the practice of law and your further studies of law, in legal problem solving, research and written communication and an understanding of ethical issues related to the practice of law.
Prerequisites: LWB138 or LWB147  Corequisites: LWB146  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-1 and 2010 SEM-2

LWB238 FUNDAMENTALS OF CRIMINAL LAW
An understanding of the principles of Criminal Law is of fundamental importance as it impinges upon almost every aspect of domestic, commercial, corporate and public activity in Queensland. The aim of this unit is to provide an overview of the aims and sources of Criminal Law in Queensland and to develop an understanding of the onus of proof in criminal matters. Additionally the unit explores the concept of fault elements, the criminal justice system and a selection of major offences while also developing advocacy skills.
Corequisites: LWB145  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SUM-2 and 2010 SEM-1

LWB239 CRIMINAL RESPONSIBILITY
The aim of this unit is to build upon the principles and skills explored in LWB238 by developing an understanding of the way criminal responsibility is imposed through the complicity provisions of the Criminal Code and the common law and how the major defences and excuses operate. The unit also examines the major sentencing principles applied in Queensland.
Prerequisites: LWB238  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-2

LWB240 PRINCIPLES OF EQUITY
The principles of Equity were originally developed to ameliorate the harshness of the common law and have since become a fundamental component of our legal system. A knowledge and understanding of the major principles of equity are necessary to an understanding of how the Australian legal system operates; it is therefore located early in the LLB degree. The aim of this unit is to provide a coherent knowledge and understanding of equitable principles within the context of the Australian legal system as well as developing skills relevant to ongoing learning and professional practice.
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-1 and 2010 SUM

LWB241 TRUSTS
Trusts are a fundamental institution of ownership of property in equity; they are used for various purposes including estate planning, commercial and charitable purposes. A knowledge and understanding of the trust in its various forms and the equitable principles of property transfer are fundamental in understanding the impact of the principles of equity in the area of property ownership and rights. The aim of this unit is to provide a coherent knowledge and understanding of the law relating to trusts within the context of the Australian legal system and to develop skills relevant to ongoing learning and professional practice.
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and External  Teaching period: 2010 SEM-2 and 2010 SUM

LWB242 CONSTITUTIONAL LAW
The aim of the unit is to provide knowledge and understanding of the constitutional arrangements effected by the Commonwealth Constitution and the State
Constitutions, including the structure and institutions of the Constitutions, the division of power between Commonwealth and States, and relations between the different levels of government.

**LWB243 PROPERTY LAW A**
The aim of the unit is to provide you with an understanding of the legal principles relating to real and personal property and how these rules operate in a modern legal system. The unit also aims to develop the skills, necessary for the practice of law and your further studies of law, in legal problem solving and reasoning and oral and written communication.

**Prerequisites:** LWB137 and (LWB148 or LWB139)

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

**LWB244 PROPERTY LAW B**
This unit aims to build upon the knowledge, understanding and skills that you acquired in LWB243 Property Law A by further developing your understanding of property law relating to leases, mortgages, co-ownership, community title, easements, profits a prendre and freehold and statutory covenants. It also aims to equip you with an understanding of how this area of the law is likely to develop in the 21st Century. Integral to this is the development of your skills of problem solving, research, writing and drafting which are necessary for the practice of law and your further studies of law, in legal problem solving, research, written communication and drafting.

**Prerequisites:** LWB243 and LWB146  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2010 SEM-2

**LWB334 CORPORATE LAW**
This unit includes the following: the basic legal principles relating to registered companies; the principle of the veil of incorporation; internal functioning of a registered company including the operation of the constitution and replaceable rules; dealings with third parties; legal rules relating to share capital; dividends and loan capital; introduction to obligations of company officers and shareholder rights. Further specialised units such as Law of Corporate Governance are offered for students who have completed Corporate Law and wish to concentrate some of their studies in the corporations and commercial area.

**Prerequisites:** (LWB143 or LWB146) and (LWB237 or LWB243)  
**Credit points:** 12  
**Contact hours:** 3 per week in Sem 2  
**Campus:** Gardens Point and External  
**Teaching period:** 2010 SEM-2 and 2010 SUM

**LWB335 ADMINISTRATIVE LAW**
To enable you to develop a working knowledge of administrative law at both the state and federal level as well as a broader understanding of the role and function of this area of law in balancing administrative efficiency and legitimate government interests against the requirements of accountability in executive decision-making.

**Prerequisites:** LWB242  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2010 SEM-1

**LWB431 CIVIL PROCEDURE**
This core unit focuses on developing basic litigation skills. The following issues are examined: the adversarial system and alternative methods of dispute resolution, obligations to the client, the structures and processes of litigation conducted in the Supreme, District and Magistrates Courts, jurisdiction, originating process, notice of intention to defend, parties, service, ending proceedings early, pleading, disclosure, subpoenas, trial, appeals, costs and enforcement.

**Prerequisites:** 192 Credit Value in spk(s): LWB%  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2010 SUM-1 and 2010 SEM-1

**LWB432 EVIDENCE**
The law of Evidence concerns those rules and principles which govern the presentation and proof of facts and information in court proceedings, both civil and criminal. The unit covers both State and Federal jurisdictions. NB: External only in Semester Two.

**Prerequisites:** LWB238  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2010 SEM-1

**LWB433 PROFESSIONAL RESPONSIBILITY**
This unit includes the following: the ethical principles upon which the practice of all professions is based; the principles which underpin the discipline of law and the workings of the legal profession; the history, nature, organisation and operation of the legal profession; codes of conduct, trust accounts and professional legal ethics.

**Prerequisites:** 192 Credit Value in spk(s): LWB%  
**Credit points:** 12  
**Contact hours:** 3 per week in Sem 2  
**Campus:** Gardens Point and External  
**Teaching period:** 2010 SEM-2

**MGB200 LEADING ORGANISATIONS**
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to
understanding and appreciating complex management issues in day to day experiences in business.

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

### 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

### MGB223 ENTREPRENEURSHIP AND INNOVATION

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

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

### MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS

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

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

### MGB309 STRATEGIC MANAGEMENT

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Credit points:** 12
Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

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

MGB314 ORGANISATIONAL CONSULTING AND CHANGE
Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.  Prerequisites: MGB211, CTB211, MGB222, CTB232, or MGB200  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Carseldine  Teaching period: 2010 SEM-1

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

MGB324 MANAGING BUSINESS GROWTH
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner's (general manager's) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.  Prerequisites: MGB223  Equivalents: MGB218  Credit points: 12  Contact hours: 3  Teaching period: 2010 SEM-2

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