Unit sets: International Business, Languages, and Tourism and Entertainment Marketing

Year offered: 2010
Admissions: Yes

Unit sets
These unit sets have been designed such that introductory units have no prerequisites. Later units in each set may have earlier units as prerequisites.

Due to timetabling constraints it may not be possible to complete all units in a University Wide Elective Set.

Consult with your course coordinator and relevant discipline coordinators prior to undertaking interfaculty studies.

Please be aware that the units you complete in a University Wide Elective Sets will appear on your academic transcript but the unit set title will not unless the set exists as a minor in your course.

Entertainment unit set

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<tbody>
<tr>
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<tr>
<td>KWB102</td>
<td>Media Writing</td>
</tr>
<tr>
<td>KXB101</td>
<td>Introduction to Entertainment</td>
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<tr>
<td>KXB102</td>
<td>Global Entertainment</td>
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<tr>
<td>KXB201</td>
<td>Entertainment Practice: Balancing Creativity and Business</td>
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Mandarin Language Unit Set

Students can choose to study a four or six unit set or an individual unit

Mandarin Unit Set

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<td>AMB034</td>
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Important Information

A language unit set consists of a sequence of four or six units. The entry point will vary depending on prior study and experience in the language. If you have not studied a language before, you will begin at Level 1. If you have studied the language up to Grade 12 level or completed equivalent study elsewhere, you will normally begin at Level 3. If you have studied to Grade 12 and then studied in-country for a year, you will normally begin at Level 5. If in doubt, consult the relevant language coordinator for advice on where to begin.

International Business Unit Set

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International Business Unit Set (6 units)

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<td>AMB208</td>
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UNIT SYNOPSES

AMB031 MANDARIN 1
This unit introduces students who have little or no prior knowledge of Chinese Mandarin to the four macro skills of listening, speaking, reading and writing through an integrated communicative approach to teaching. Content will include: the Mandarin sound and tonal systems; the Pinyin Romanisation system; introduction to Chinese character writing, greetings and introductions; family, identification of nationalities, places and objects, locations and directions.

Prerequisites: HHB031 or HUB453  Equivalents: HHB031  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SUM-1

AMB032 MANDARIN 2
This subject continues to develop the four macro skills of listening, speaking, reading and writing through an integrated communicative approach. While there is further consolidation of the knowledge of the Pinyin Romanisation system, greater attention is devoted to the reading and writing of characters. With acquisition of language, students receive further exposure to aspects and characteristics of Chinese culture.

Prerequisites: AMB031 or HHB031 or HUB453 or HBB051  Antirequisites: HBB052, HUB454  Equivalents: HBB032  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

AMB033 MANDARIN 3
This unit is designed to meet student needs to further develop their basic knowledge and skills for understanding, speaking, reading and writing Mandarin Chinese in a wide range of everyday situations. Eligible students are those who have: successfully completed introductory Mandarin units HBB031/AMB031 and HBB032/AMB032 at QUT; or successfully completed equivalent Mandarin study elsewhere. Graduates from high schools who have completed Year 12 Mandarin should also enrol in this unit.

Prerequisites: AMB032 or HBB032  Equivalents: HBB033  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1

AMB034 MANDARIN 4
This unit follows on from AMB033. Students further develop their knowledge and skills needed to understand, speak, read and write Mandarin Chinese in a wide range of everyday situations and to give presentations on given topics. Resources include textbook, workbook, CDs, DVDs and online multimedia materials. Students learn about 400 Chinese characters and have further exposure to various aspects of Chinese society and culture.

Prerequisites: AMB033 or HBB033  Equivalents: HBB034  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

AMB207 ENTERTAINMENT MARKETING
The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.

Prerequisites: BSB126 or CTB126  Credit points: 12  Teaching period: 2010 SEM-2

AMB208 EVENTS MARKETING

Prerequisites: BSB126 or CTB126  Antirequisites: MIB319  Equivalents: AMB354  Credit points: 12  Teaching period: 2010 SEM-1

AMB209 TOURISM MARKETING

Prerequisites: BSB126 or CTB126  Equivalents: AMB351  Credit points: 12  Campus: Gardens Point  Teaching period: 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.

Prerequisites: BSB126 or CTB126  Equivalents: AMB351  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2
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

**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

**AMB264 PUBLIC RELATIONS TECHNIQUES**
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.

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

**AMB303 INTERNATIONAL LOGISTICS**
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for ‘smart’ packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.

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

**AMB336 INTERNATIONAL MARKETING**
This unit extends the student’s knowledge 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

**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

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

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

**Antirequisites:** EFB312, MIB202

**Equivalents:** IBB202

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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**KWB102 MEDIA WRITING**

This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.

**Antirequisites:** KWP401  **Equivalents:** KWB111

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**KXB101 INTRODUCTION TO ENTERTAINMENT**

The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:

- The history of entertainment.
- Key characteristics of entertainment.
- The relationship between entertainment and the wider creative industries.
- Changes in entertainment over the period of modernity.
- The size and nature of entertainment industries.

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

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**KXB102 GLOBAL ENTERTAINMENT**

Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2010 SEM-2

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**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**

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

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124

**Antirequisites:** MGB312  **Equivalents:** IBB205

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

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**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