

## Faculty of Business

### Entry Programs (International)

- QC01 Foundation Program (1 Semester)
- QC02 Foundation Program (2 Semesters)
- QC03 Bridging Program
- QC04 Extended Foundation Program (3 Semesters)
- QC10 English for Academic Purposes for degree programs
- QC20 General English
- QC21 General English Extension
- QC22 English for Tertiary Preparation

### Diploma

- BS40 University Diploma in Business
- IF06 University Diploma in Professional Communication

### Bachelor Degree

- BS56 Bachelor of Business (Accountancy)
- BS56 Bachelor of Business (Advertising)
- BS56 Bachelor of Business (Banking and Finance)
- BS56 Bachelor of Business (Economics)
- BS56 Bachelor of Business (Electronic Business)
- BS56 Bachelor of Business (Human Resource Management)
- BS56 Bachelor of Business (International Business)
- BS56 Bachelor of Business (Management)
- BS56 Bachelor of Business (Marketing)
- BS56 Bachelor of Business (Public Relations)
- BS56 Bachelor of Business - Carseldine First Year Program
- BS56 Bachelor of Business - Course Notes
- BS58 Bachelor of Business (Management or Marketing)
- IF27 Bachelor of Mass Communication

### Bachelor Degree (Double)

- IF05 Bachelor of Journalism/Bachelor of Business (Advertising, International Business, Public Relations)
- IF09 Bachelor of Creative Industries (Media and Communication)/Bachelor of Business (Advertising, International Business, Public Relations)
- IF28 Bachelor of Engineering (Electrical)/Bachelor of Business
- IF30 Bachelor of Arts/Bachelor of Business (Accountancy, Banking and Finance, Economics or Marketing)
- IF30 Bachelor of Arts/Bachelor of Business (Advertising, Electronic Business, Human Resource Management, International Business, Management or Public Relations)
- IF41 Bachelor of Business/Bachelor of Laws
- IF60 Bachelor of Mathematics/Bachelor of Business (Accountancy, Banking and Finance or Economics)
- (FOR CONTINUING STUDENTS ONLY)
- IF61 Bachelor of Applied Science/Bachelor of Business (FOR CONTINUING STUDENTS ONLY)
- IX03 Bachelor of Business(Accountancy and Economics)/Bachelor of Education (Secondary)
- IX28 Bachelor of Business / Bachelor of Engineering
- IX31 Bachelor of Applied Science / Bachelor of Business

IX32 Bachelor of Business/Bachelor of Health Sciences (Health Services Management)

IX33 Bachelor of Business/Bachelor of Information Technology

IX34 Bachelor of Business / Bachelor of Creative Industries

IX35 Bachelor of Business / Bachelor of Fine Arts (Fashion)

IX36 Bachelor of Business / Bachelor of Journalism

IX37 Bachelor of Business / Bachelor of Mathematics

IX38 Bachelor of Arts/Bachelor of Business

IX47 Bachelor of Applied Science (In Human Movement Studies) / Bachelor of Business

## **Honours**

BS63 Bachelor of Business (Honours)

## **Graduate Certificate**

BS39 Graduate Certificate in Business

GS42 Graduate Certificate in Business Administration

GS87 Graduate Certificate in Business Administration

IF88 Graduate Certificate in Risk Management

IF94 Graduate Certificate in Advertising

IX97 Graduate Certificate In Research Commercialisation

## **Masters Degree (Coursework)**

BS16 Master of Business (Accounting)

BS16 Master of Business (Applied Finance)

BS16 Master of Business (Events Marketing and Management)

BS16 Master of Business (Human Resource Management)

BS16 Master of Business (Integrated Marketing Communication)

BS16 Master of Business (International Business)

BS16 Master of Business (Marketing)

BS16 Master of Business (Philanthropy and Nonprofit Studies)

BS16 Master of Business (Professional Accounting)

BS16 Master of Business (Public Relations)

BS16 Master of Business (Strategic Advertising)

BS17 Master of Business (Accounting) - Advanced

BS17 Master of Business (Applied Finance) - Advanced

BS17 Master of Business (Events Marketing and Management) - Advanced

BS17 Master of Business (Human Resource Management) - Advanced

BS17 Master of Business (Integrated Marketing Communication) - Advanced

BS17 Master of Business (International Business) - Advanced

BS17 Master of Business (Marketing) - Advanced

BS17 Master of Business (Philanthropy and Nonprofit Studies) - Advanced

BS17 Master of Business (Professional Accounting) - Advanced

BS17 Master of Business (Public Relations) - Advanced

BS17 Master of Business (Strategic Advertising) - Advanced

BS33 Master of Business (Professional Accounting) - Advanced

BS93 Master of Business (Forensic Accounting)

BS93 Master of Business (International Business)

BS93 Master of Business (Marketing)

GS40 Master of Business Administration (MBA)  
GS48 Master of Business Administration (Major)  
GS50 Executive Master of Business Administration  
GS75 Master of Business Administration (MBA)  
GS76 Master of Business Administration (Major)  
GS85 Master of Business Administration (MBA)

### **Masters Degree (Research)**

BS92 Master of Business (Research)

### **Doctoral**

IF49 Doctor of Philosophy (Business)

### **Study Abroad (Non-degree)**

NA05 International Visiting Students  
NA06 International Visiting Students  
UO80 University Study Abroad Certificate  
UO90 University Study Abroad Diploma

### **University wide unit sets**

Unit sets: Accounting and Economics  
Unit sets: Advertising, Marketing and Public Relations  
Unit sets: Communication  
Unit sets: Creative Industries  
Unit sets: Health and Psychology  
Unit sets: Indigenous Studies  
Unit sets: Information Technology  
Unit sets: International Studies  
Unit sets: Languages  
Unit sets: Management  
Unit sets: Multimedia and Technologies  
Unit sets: Physical and Chemical Sciences  
Unit sets: Science  
Unit sets: Society and Culture

## OVERVIEW

Business is QUT's largest faculty, attracting over a quarter of the University's enrolments, and is also one of the largest business faculties in Australia.

Through various collaborations with industry and professional bodies, we are a key player in the business community with extensive local and international links.

We are the first business school in Australia to have our business courses accredited by the three leading international bodies – EQUIS (the accrediting body of the European Foundation of Management Development), AACSB International (The Association to Advance Collegiate Schools in Business) and AMBA (the Association of MBAs). This 'triple crown' of international accreditation means your QUT business degree is even better recognised by employers globally.

We know what employers want in today's business graduates - because we ask them. We regularly involve representatives from the business community in the development and review of our courses. And we employ part-time lecturers and tutors currently working in business.

As a student, you will be encouraged to undertake real-world projects to help you develop your own strong links. And you can take advantage of our extensive exchange program and our international study tour options.

This strong practical component of our courses is complemented by our academic excellence. The diversity of interests, experiences, and expertise of our locally and internationally drawn academic staff creates a rich learning and research environment.

Our innovative 'Business Advantage' program develops business graduates who can contribute effectively as citizens, as leaders in the wider community, and as competent professionals within their chosen disciplines. A variety of short programs provide skills in areas such as leadership, teamwork, public speaking and entrepreneurship. The program also provides the opportunity to work with other students on community projects, development programs, and participate in conferences and seminars.

As a QUT business graduate you will enter the business community with the acumen and entrepreneurial skills needed to turn any good idea into a successful enterprise within today's competitive international environment. And you will be able to anticipate the business challenges and opportunities of the future.

### Undergraduate

We recognise that in the ever-changing world of business you need a solid foundation in business principles along with the flexibility to pursue studies in multiple areas. Our Bachelor of Business includes eight core units which will equip you with generic skills and competencies for today's business environment. You also have the opportunity to tailor your studies to suit your own needs and career aspirations. Students enrolling at our Gardens Point campus will choose a major from:

- Accountancy
- Advertising
- Banking & Finance
- Economics
- Electronic Business
- Human Resource Management
- International Business

- Management
- Marketing
- Public Relations.

You will then choose other business study areas to steer your future career direction. You can:

- maximise your career options with an added breadth of knowledge by completing another of the business majors
- add a depth of knowledge in your area of interest by extending your studies within the primary business major
- add a flavour or emphasis to your degree with study in another of our business areas.

You will also choose elective units from Business or other faculties within QUT. We encourage you to consider utilising these electives to complete an approved University minor. Double degrees are also a popular option. A number of combinations are available, giving you expanded career options and a competitive edge on graduation.

The Bachelor of Business is also available at the Caboolture campus, with majors in marketing, management, and a minor in small business management.

Our First Year Program at Carseldine campus allows you to commence study before choosing your business major. At the end of your first year you'll move into your major of choice at our Gardens Point or Caboolture campus.

### Postgraduate

There are many reasons for considering postgraduate study. Whether you're looking for career advancement, a change in career direction, personal development, or research opportunities we can help you with postgraduate studies to suit your needs. Choose from:

- Honours
- Graduate Certificate
- Masters (Coursework & Research)
- MBA
- PhD.

### Coursework Programs

Our postgraduate programs allow you to enhance your career options by building on existing qualifications, or change careers through study in a different field. For non-degree holders, we offer alternative pathways that build on your work experience.

QUT's Master of Business offers students the choice of a wide variety of majors, which are designed to provide specialist knowledge in your chosen business discipline. With enhanced knowledge you can advance your business career, or change career direction.

- Accounting
- Strategic Advertising
- Applied Finance
- Business Administration (MBA)
- Event Marketing and Management
- Human Resource Management
- Integrated Marketing Communication
- International Business
- Marketing
- Philanthropy & Nonprofit studies
- Professional Accounting
- Public Management
- Public Relations.

**Innovative MBA Programs**

We also offer one of Australia's most innovative MBAs, giving you greater choice and flexibility when designing your course. With shorter, sharper units, you'll cover a wide range of core units and have a greater choice of electives. This opportunity for greater depth and diversity of knowledge gives you a distinct career advantage.

The MBA is available in a variety of delivery options including our International MBA, which allows students to complete one semester of study overseas. Our Executive MBA is a tailored program for more experienced managers offered in an intensive, flexibly delivered format.

Our MBA was one of three Australian MBAs to be recognised in the 'Top 100 MBAs of 2004' in the *Financial Times*, and in 2005 was ranked as a 'top tier' Australian MBA program by the *BOSS* magazine from the *Australian Financial Review*.

**Extensive Research Opportunities**

As well as being highly respected for the quality of our postgraduate coursework teaching, the Faculty also provides extensive research opportunities.

Our researchers engage in collaborative, cross disciplinary research that impacts on the domestic and international business communities. The Australian Centre for Business Research, housed within the Business Faculty, links QUT's business research strengths to solving industry, government and community problems.

We also offer professional development programs, and contract research and consultancy services. And because we believe in giving something back to the community, our staff - individually and in groups - engage in a wide range of community service activities.

We are a business faculty for the real world.

**SENIOR STAFF**

**Faculty Office**

*Executive Dean:* Professor P. Little, LLB LLM *Qld*, Phd *Bond*

*Assistant Dean/Director of Accreditations:* Associate Professor L. Simpson, DipT *Mt Gravatt CAE*, BEd *Brisbane CAE*, MEd *James Cook*

*Director of Research:* Professor K.A. Brown, BA(Hum) Phd *Griff*, BA(Hons) *Murd*

*Director of Studies:* A. Paltridge, BA BEd(Hons) MEcSt *Qld*, GradCert(HigherEd) *Griff*

*Director of QUT Collaborative Centre of Philanthropy & Nonprofit Studies:* Professor M. McGregor-Lowndes, BA LLB *Qld*, MAdmin Phd *Griff*, Solicitor of Supreme Court of Queensland and High Court of Australia

*Business Services Manager:* C. Kane, MBA *Griff*

**Brisbane Graduate School of Business**

*Head of School:* Professor E. Douglas, BCom(Hons) MCom *Newcastle*, Phd *Simon Fraser*

*Director of MBA Program:* Dr L Drennan, BCom MBA Phd *Qld*, FACPA, FAICD

*Professor:* P. Davidsson, MSc Licentiate of Economics Phd *Stockholm School of Economics*

*Associate Professors:*  
C. Hatcher, BA *Qld*, BEd *Brisbane CAE*, MA (Hons)

CSU, Phd *QUT*  
P. Steffens, BEng(Hons) Phd *Qld*

**School of Accountancy**

*Head:* Professor C. Ryan, BCom DipEd MFinMgt *Qld*, Phd *Griff*, FCPA

*Professors:*  
G. Gallery BCom *Griff*, BCom(Hons) MFinMgt Phd *Qld* CPA  
N. Gallery, BBus(Accy) *QUT*, BCom(Hons) Phd *Griff*, CPA

*Associate Professor:* P. Best, BCom(Hons) *Qld*, MEngSc *Newcastle(NSW)*, Phd *QUT*, FCPA, ICA, MACS

**School of Advertising, Marketing and Public Relations**

*Head (Acting):* R. Xavier, BBus(Comn) MBus(Research) FFin FPRIA

**School of Economics and Finance**

*Head:* Associate Professor T.J.C. Robinson, BEcon(Hons) Phd *Qld*

*Professors:*  
P. Frijters, BEconometrics Groningen, Phd *University of Amsterdam*  
A.S. Hurn, BCom(Hons) *Natal*, MPhil DPhil *Oxon*  
A. Pagan BEcon(Hons) *Qld*, Phd *ANU*  
R. Wolff, BSc(Hons) *Qld*, Phd *Oxon*

*Associate Professor:* M. Drew, BEcon MEcon Phd *Qld*, GradCert(HigherEd) *Griff*

**School of Management**

*Head (Acting):* Associate Professor L Bradley, BA(Hons) MOrpPsych, Phd *Qld*

*Professors:*  
B. Kabanoff, BA(Hons) *Qld*, Phd *Flinders*

**RESEARCH CENTRES**

**Australian Centre for Business Research**

The Australian Centre for Business Research, established in 2003, is a Centre of excellence in business research in Australia and conducts leading research that impacts on both the domestic and international research and business communities. The Centre supports five Major Programs which undertake large scale, high profile research in:

- National Centre for Econometric Research;
- Service Leadership and Innovation;
- Work Effectiveness;
- Work and Industry Futures; and
- Entrepreneurship and Innovation.

The Faculty fosters a vibrant research community that achieves excellence in targeted areas of business research and supports collaborative, cross-disciplinary and new research to inform and serve business, industry, government and the community. The Centre supports all postgraduate research study undertaken within the Faculty.

Enquiries to the Research Support Office.  
Phone 07 3138 1407  
Email bus.research@qut.edu.au

**Centre for Philanthropy and Nonprofit Studies**

The Centre for Philanthropy and Nonprofit Studies was established in 2001 as a QUT Collaborative Centre, and

aims to bring to the community the benefits of teaching, research, technology and service relevant to philanthropic and nonprofit communities.

The Centre builds on the work of the Program on Non-profit Corporations (PONC) established in the School of Accountancy within the Faculty of Business in 1991. Between 1991 and 2001 the Program involved various QUT staff in research, consultancy and community service in the areas of law, tax, management, marketing, fundraising and ethics of nonprofit, and philanthropic organisations.

*Director:* Professor Myles McGregor-Lowndes, BA LLB Qld, MAdmin PhD Griff, JP, Solicitor of Supreme Court of Queensland and High Court of Australia.

## Master of Business (Accounting) (BS16)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Associate Professor Peter Best

**Campus:** Gardens Point

### Cohort Rule

A cohort rule applies to this course. See: <http://www.studentservices.qut.edu.au/costs/schedule/cohort/>

### Professional Recognition

Graduates may be eligible for two credits in the elective segments of the CPA program.

### Overview

This course offers advanced level studies in Accounting.

### Entry Requirements

**FOR DOMESTIC STUDENTS:**

An undergraduate degree with an appropriate major in Accountancy with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### Course Design

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8), 12 credit point units, where a minimum of six (6) units are within the same discipline area, approved by the Course Coordinator.

### Articulation

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

### Course Structure

#### Part A - 48 credit points

AYN412 Company Law

AYN418 Financial Accounting 3

AYN438 Taxation Law and Practice

One unit from the Foundation Studies List

#### Part B - 96 credit points

AYN413 Enterprise Systems Governance and Audit

AYN424 International Accounting

AYN454 Forensic Accounting and Investigation

AYN505 Dissecting Financial Statements

Plus 4 from:

Financial Analysis Units

BSN404 Project 1

EFN410 Economic and Financial Modelling

EFN412 Advanced Managerial Finance

EFN414 International Finance

EFN415 Security Analysis

EFN420 Introduction To Financial Management

EFN505 Financial Risk Management

EFN507 Advanced Capital Budgeting

Forensic Accounting Units

ITN233 Enterprise Systems Applications

JSN142 Forensic Investigation Methods and Strategies

JSN143 Proceeds of Crime and Money Laundering

### Potential Careers:

Account Executive, Accountant, Actuary, Banker, Certified Practising Accountant.

## **Master of Business (Applied Finance) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Peter Whelan

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course.

More details...

### **Professional Recognition**

Students will meet the educational requirements for Senior Associate membership of the Financial Services Institute of Australasia (FINSIA). Graduate may also meet the educational requirements for professional level membership of the FTA-CFTP (the Finance and Treasury Association Limited - Certified Finance and Treasury Professional) dependent on prior study and electives chosen.

### **Overview**

This course is designed for people with no previous qualifications in finance who wish to change career direction or enhance their career options.

You will be introduced to managerial finance and economics, and move on to more advanced, practical studies in corporate finance, security analysis, portfolio management, trading and risk management. You will graduate with an understanding of the principles and practice of finance, and have substantial conceptual and applied finance knowledge, and be prepared for careers such as a financial adviser, investment banker, or financial or equity analyst.

You will have access to a fully equipped Securities Dealing Room on campus, the first of its kind in Queensland. Live financial data, via the Bloomberg and Datastream networks, will allow you to experience the financial markets in real time, without the risks involved in real transactions.

The course also extends your knowledge if you are a graduate from a professional association such as the Securities Institute of Australia, CPA Australia or the Institute of Chartered Accountants in Australia.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in any field other than Finance, with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or

- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

### **Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8) specified 12 credit point units, and have obtained approval by the Course Coordinator.

### **Articulation**

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

### **Course Structure**

#### **Part A - 48 credit points**

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN410	Business Law and Ethics

#### **Part B - 96 credit points**

EFN415	Security Analysis
EFN412	Advanced Managerial Finance



Plus 6 from:

EFN414	International Finance
EFN410	Economic and Financial Modelling
BSN404	Project 1
EFN416	Treasury and Portfolio Management
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
BSN506	Econometric Methods
EFN504	Finance Honours
	Elective Unit
	Elective Unit

**Potential Careers:**

Banking and Finance Professional, Business Analyst, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Investment Manager, Risk Manager, Stockbroker.

## **Master of Business (Events Marketing and Management) (BS16)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

### **Course Discontinuation**

This course has been discontinued. There will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2008, are able to remain enrolled in it.

## **Master of Business (Human Resource Management) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Course duration (external):** internal only

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Greg Southey

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

In today's rapidly changing business environment, Human Resource Management (HRM) professionals are confronted with the challenges of developing organisational and workforce capability. HRM expertise is also increasingly required by line managers, who now take a more active role in the development and management of their team members.

The Human Resource Management major is designed to increase the skills of both specialists and line managers. HRM professionals will develop a broader view of the nature of business, and the relationship between how people are managed and the organisation's performance in the global context of business.

Those who are undertaking HRM activities but have a background in other professional fields will gain the enhanced people management skills they require. The major also suits the needs of graduates who wish to move into the HRM profession.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in Human Resource Management with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if

TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or

- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

### **Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

This course may be taken over three semesters full-time (including a summer semester) or six semesters part-time (including two summer semesters). In principle a student would be able to complete this course in three consecutive semesters, depending on the availability of units.

Students enrolled in the BS93 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8), 12 credit point units, where a minimum of six (6) units are within the same discipline area, approved by the Course Coordinator.

### **Articulation**

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

### **Course Structure**

#### **Part A - 48 credit points**

MGN409 Introduction to Management

MGN423 Contemporary Strategic Analysis

MGN427 Human Resource Management

One unit from the Foundation Studies List

#### **Part B - 96 credit points**

Eight units from:

MGN410 Labour-Management Relations

MGN412 People in Organisations

MGN421 Strategic HRM

MGN429 Staffing Policies and Strategies

MGN430 Strategic Performance Management

MGN431 Strategic Human Resource Development

MGN433 Managing High-Performance Organisations

- MGN505 Consulting and Change Management
- MGN506 Contemporary Issues in HRM
- MGN508 HRM Cases
- MGN509 HRM Project 1
- MGN528 Special Topic in Human Resource Management 1

**Potential Careers:**

Human Resource Developer, Human Resource Manager.

## **Master of Business (Integrated Marketing Communication) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

If you are interested in advertising, promotions or communications, you should consider an Integrated marketing Communication (IMC) major. Studies in IMC will provide you with a systematic and comprehensive understanding of the theory and research integration of marketing communication.

The course focuses on refinement of analytical skills and knowledge required for decision making in the areas of advertising, marketing and public relations. IMC focuses on the strategic integration of the functions of public relations, advertising, promotion, direct marketing, and personal selling to achieve brand equity and increase the effectiveness of promotional communications with target audiences.

You will be equipped to confront the fragmentation of mass markets, the explosion of new technologies that give consumers more control over the communication process, the emergence of global markets, and rapid changes in economic conditions within which organisations operate.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if

TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or

- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

### **Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8), 12 credit point units, where a minimum of six (6) units are within the same discipline area, approved by the Course Coordinator.

### **Articulation**

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

### **Course Structure**

#### **Part A - 48 credit points**

AMN442 Marketing Management

AMN403 Marketing and Survey Research

Two units from Foundation Studies List

#### **Part B - 96 credit points**

AMN400 Consumer Behaviour

AMN401 Integrated Marketing Communication

AMN404 Readings in Integrated Marketing Communication

AMN405 Cases in Integrated Marketing Communication

AMN406 Project

AMN420 Advertising Management

AMN465 Public Relations Management

### **Potential Careers:**

Marketing Officer/Manager, Public Relations Officer/Consultant.

## **Master of Business (International Business) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

Postgraduate studying international business is designed for those seeking to understand the additional complexity of international business compared to domestic business activities. The programs build specific knowledge and skills in international business relevant to global business needs, and also provide the opportunity to include studies in allied business disciplines and languages.

The courses included studies of global business operations, cross-cultural communication and negotiation, applied risk management, regional specialisations-topics which are highly relevant to international business in today's complex and competitive environment.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or

- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

### **Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8), 12 credit point units, where a minimum of six (6) units are within the same discipline area, approved by the Course Coordinator.

### **Articulation**

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

### **Course Structure**

#### **Part A - 48 credit points**

EFN405 Managerial Economics

EFN406 Managerial Finance

IBN408 Global Business Operations

One unit from the Foundation Studies List

#### **Part B - 96 credit points**

IBN409 Negotiating Across Borders

IBN410 International Logistics Management

IBN421 Marketing Internationally

AYN424 International Accounting

or

LWS075 International Business and Law

Plus two from:

IBN403 Business in Asia

IBN404 Business in Europe

IBN435 Business in Australia

Plus:

Two Approved Electives

### **Potential Careers:**

Business Analyst, International Business Specialist.

**Master of Business (Marketing) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

**Cohort Rule**

A cohort rule applies to this course. More details...

**Overview**

This course is designed for marketing practitioners to freshen or further their skills, or those seeking a career change to this field you will develop marketing management skills as they apply to a business or corporation with practical focus on the identification of forecast opportunities and threats in domestic and international industries; the development of marketing strategies, tactics and plans for such opportunities and threats; the ability to implement and monitor marketing strategies, tactics and plans and their effect on the organisation; and the consideration of new theories, concepts and techniques in marketing management.

**Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or
- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

**Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8), 12 credit point units, where a minimum of six (6) units are within the same discipline area, approved by the Course Coordinator.

**Articulation**

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

**Course Structure**

**Part A - 48 credit points**

- AMN442 Marketing Management
- AMN403 Marketing and Survey Research
- Two units from Foundation Studies List

**Part B - 96 credit points**

- AMN400 Consumer Behaviour
- AMN401 Integrated Marketing Communication
- AMN443 Product and Service Innovation
- AMN444 Services Marketing
- AMN445 Strategic Marketing Management
- AMN447 Contemporary Issues in Marketing
- or
- IBN421 Marketing Internationally
- Plus:
- AMN406 Project
- or
- Two Approved AMN Electives

**Potential Careers:**

Marketing Officer/Manager.

## **Master of Business (Philanthropy and Nonprofit Studies) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Dr Cameron Newton

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course.

More details...

### **Overview**

This course is designed to equip you with knowledge and skills for a career in the management of philanthropic and nonprofit organisations. Whether you work in a nonprofit organisation, are a public sector manager whose service delivery is through or partnered with nonprofit organisations, or are a private sector manager who engages in business with the nonprofit sector, this major can help build professional knowledge and skills relevant to the sector. Skills critical to nonprofit management, such as problem solving, creative thinking, negotiation, ethical practices, teamwork, leadership, networking and information management are incorporated into the teaching, learning and assessment.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### **Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8), 12 credit point units, where a minimum of six (6) units are within the same discipline area, approved by the Course Coordinator.

### **Articulation**

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

### **Course Structure**

#### **Part A - 48 credit points**

AMN442	Marketing Management
AMN403	Marketing and Survey Research
GSN224	Corporate Philanthropy
	One unit from Foundation Studies List

#### **Part B - 96 credit points**

GSN233	Special Topic in Philanthropy and Nonprofit Studies
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN482	Philanthropic and Nonprofit Economics
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN484	Management for Philanthropic and Nonprofit Organisations
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN486	Accounting Issues for Philanthropic & Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector
GSN488	Fundraising Development Principles
GSN489	Fundraising Development Techniques
	Plus either:
BSN404	Project 1
	plus 18cps of elective studies
	Or
BSN406	Project 3
	plus 6cps of elective studies

### **Potential Careers:**

Administrator, Business Analyst, Contract Administrator, Government Officer, Health Services Manager, Investment Manager.



## **Master of Business (Professional Accounting) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Ms Lyn Gallagher

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

This course is designed for graduates who do not have an undergraduate degree in accountancy and wish to obtain a professional accountancy qualification.

### **Professional Recognition**

Students completing the Master of Business (Professional Accounting) degree meet the academic requirements for Associate membership of CPA Australia and enrolment in the CPA program, and for enrolment in the Chartered Accountants Program of the Institute of Chartered Accountants in Australia.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree in an area other than Accounting with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### **Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have

successfully completed eight (8), 12 credit point units, where a minimum of six (6) units are within the same discipline area, approved by the Course Coordinator.

### **Course Structure**

#### **Part A - 48 credit points**

AYN410	Business Law and Ethics
AYN416	Financial Accounting 1
EFN405	Managerial Economics
EFN406	Managerial Finance

#### **Part B - 96 credit points**

AYN411	Company Auditing
AYN412	Company Law
AYN414	Cost and Management Accounting
AYN417	Financial Accounting 2
AYN418	Financial Accounting 3
AYN438	Taxation Law and Practice
AYN443	Electronic Commerce Cycles
EFN419	Data Analysis

\*Students unable to undertake EFN405 for the Professional Accounting major may enrol in GSN491 and GSN492. These two 6 credit point units combined are deemed equivalent to EFN405. Please note GSN491 and GSN492 are six week units (plus one exam week).

### **Potential Careers:**

Account Executive, Accountant, Actuary, Administrator, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Construction Manager, Contract Administrator, Corporate Secretary, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Investment Manager, Project Manager, Property Development, Property Management.

## **Master of Business (Public Relations) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Paul Barnes

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

Postgraduate study in public relations is designed for practitioners to sharpen or further their skills, or those seeking a career change to this field. The major is designed as a systematic and comprehensive survey of the discipline of public relations. It provides an overview of the foundations of public relations theory and practice, problems and opportunities in communicating with the corporate audience, theories underpinning public opinion and mass media effects, mass media strategy and tactics, and a systematic exploration of the planning, management and evaluation of public relations campaigns.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or

- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

### **Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8), 12 credit point units, where a minimum of six (6) units are within the same discipline area, approved by the Course Coordinator.

### **Articulation**

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

### **Course Structure**

#### **Part A - 48 credit points**

AMN465	Public Relations Management
AMN403	Marketing and Survey Research
	Two units from Foundation Studies List

#### **Part B - 96 credit points**

AMN460	Corporate and Investor Relations
AMN461	Corporate Media Strategy and Tactics
AMN462	Community Consultation and Engagement
AMN467	Public Relations Campaigns
AMN468	Issues and Crisis Management
	Plus:
AMN406	Project
	and one elective unit
	or
	Three approved Electives

### **Potential Careers:**

Government Officer, Manager, Policy Officer, Public Relations Officer/Consultant, Public Servant.

## **Master of Business (Strategic Advertising) (BS16)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059599K

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007: \$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

### **Entry Requirements**

#### **FOR DOMESTIC STUDENTS**

An undergraduate degree or equivalent with a minimum GPA of 4 (on a 7 point scale).

#### **FOR INTERNATIONAL STUDENTS**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or
- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

### **Course Design**

Students are required to complete 144 credit points of units.

### **Course Details**

This course provides a higher education qualification in strategic marketing to domestic and international students who intend to enter or are already employed in roles requiring this highly sought after area of expertise.

### **Course Structure**

#### **Part A - 48 credit points**

AMN442 Marketing Management

AMN403 Marketing and Survey Research

Two units from Foundation Studies List

#### **Part B - 96 credit points**

AMN400 Consumer Behaviour

AMN420 Advertising Management

AMN422 Media Strategy

KCP404 Advertising Creative: Introduction

AMN421 Contemporary Issues in Advertising

AMN423 Strategies for Creative Advertising

or

KCP406 Advertising Creative: Copywriting and Art Direction

Plus:

AMN406 Project

or

Two approved electives (including Creative Advertising electives)

Course Notes: Students have the option of undertaking either a 24cp Project unit or 24cp of electives from postgraduate units offered by the School of Advertising, Marketing & Public Relations or from the Creative Advertising stream offered by the Faculty of Creative Industries. Students interested in Creative Advertising units should refer to the Course Summary Sheet for IX96 Master of Advertising (Creative Advertising) . Go to <http://www.studentservices.qut.edu.au/info/css/if.jsp>

### **Potential Careers:**

Account Executive, Accountant, Advertising Professional.

## Master of Business (Accounting) - Advanced (BS17)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Ms Lyn Gallagher

**Campus:** Gardens Point

### Cohort Rule

A cohort rule applies to this course. More details...

### Overview

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

### Entry Requirements

**FOR DOMESTIC STUDENTS:**

An undergraduate degree in Accounting with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### Course Design

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

### Course Structure

#### Part A - 48 credit points

AYN412 Company Law

AYN418 Financial Accounting 3

AYN438 Taxation Law and Practice

One unit from the Foundation Studies List

#### Part B - 96 credit points

AYN413 Enterprise Systems Governance and Audit

AYN424 International Accounting  
 AYN454 Forensic Accounting and Investigation  
 AYN505 Dissecting Financial Statements

Plus 4 from:

Financial Analysis Units

BSN404 Project 1

EFN410 Economic and Financial Modelling

EFN412 Advanced Managerial Finance

EFN414 International Finance

EFN415 Security Analysis

EFN420 Introduction To Financial Management

EFN505 Financial Risk Management

EFN507 Advanced Capital Budgeting

Forensic Accounting Units

ITN233 Enterprise Systems Applications

JSN142 Forensic Investigation Methods and Strategies

JSN143 Proceeds of Crime and Money Laundering

#### Part C - 48 credit points

48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

### Potential Careers:

Accountant.

## **Master of Business (Applied Finance) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Peter Whelan

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course.

More details...

### **Professional Recognition**

Students will meet the educational requirements for Senior Associate membership of the Financial Services Institute of Australasia (FINSIA). Graduate may also meet the educational requirements for professional level membership of the FTA-CFTP (the Finance and Treasury Association Limited - Certified Finance and Treasury Professional) dependent on prior study and electives chosen.

### **Overview**

This course is designed for people with no previous qualifications in finance who wish to change career direction or enhance their career options.

You will be introduced to managerial finance and economics, and move on to more advanced, practical studies in corporate finance, security analysis, portfolio management, trading and risk management. You will graduate with an understanding of the principles and practice of finance, and have substantial conceptual and applied finance knowledge, and be prepared for careers such as a financial adviser, investment banker, or financial or equity analyst.

You will have access to a fully equipped Securities Dealing Room on campus, the first of its kind in Queensland. Live financial data, via the Bloomberg and Datastream networks, will allow you to experience the financial markets in real time, without the risks involved in real transactions.

The course also extends your knowledge if you are a graduate from a professional association such as the Securities Institute of Australia, CPA Australia or the Institute of Chartered Accountants in Australia.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in any field other than Finance, with an overall minimum grade point average

(GPA) of 4.0 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

International students who do not meet the above English proficiency entry level may be offered an alternate entry option if they demonstrate an English language proficiency level not lower than the following:

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or

- TOEFL: 550 (paper-based) or 213 (computerised) (if TOEFL permitted by visa requirements).

This entry option requires students to successfully complete two Business English units (totalling 24 credit points) in their first semester, as well as 24 credit points in the Faculty of Business Masters course. Successful completion of the Business English units (minimum grade of 4.0 of a 7-point scale) will count as electives (totalling 24 credit points) in the relevant course.

### **Course Design**

Students are required to complete 144 credit points of units. Please refer to the course structures for information on specific unit requirements.

Students enrolled in the BS16 Master of Business who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight (8) specified 12 credit point units, and have obtained approval by the Course Coordinator.

### **Articulation**

Students who have articulated from the Graduate Certificate in Business may receive block credit for 48 credit points.

### **Course Structure**

#### **Part A - 48 credit points**

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN410	Business Law and Ethics

#### **Part B - 96 credit points**

EFN415	Security Analysis
EFN412	Advanced Managerial Finance
	Plus 6 from:
EFN414	International Finance
EFN410	Economic and Financial Modelling

BSN404	Project 1
EFN416	Treasury and Portfolio Management
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
BSN506	Econometric Methods
EFN504	Finance Honours
	Two Elective Units

### Part C - 48 credit points

48 Credit Points from either:

- (1) Further advanced Finance Studies
- (2) A 48cp minor from another Business stream
- (3) 48 cp Dissertation

### Potential Careers:

Banking and Finance Professional.

**Master of Business (Events Marketing and Management) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point *(subject to annual review)*

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester *(subject to annual review)*

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

## **Master of Business (Human Resource Management) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Greg Southey

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### **Course Design**

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

### **Course Structure**

#### **Part A - 48 credit points**

MGN409 Introduction to Management

MGN423 Contemporary Strategic Analysis

MGN427 Human Resource Management

One unit from the Foundation Studies List

#### **Part B - 96 credit points**

Eight units from:

MGN410	Labour-Management Relations
MGN412	People in Organisations
MGN421	Strategic HRM
MGN429	Staffing Policies and Strategies
MGN430	Strategic Performance Management
MGN431	Strategic Human Resource Development
MGN433	Managing High-Performance Organisations
MGN505	Consulting and Change Management
MGN506	Contemporary Issues in HRM
MGN508	HRM Cases
MGN509	HRM Project 1
MGN528	Special Topic in Human Resource Management 1

#### **Part C - 48 credit points**

48 Credit Points from either:

(1) Further advanced HRM Studies

(2) 48 cp Dissertation from another Business stream

(3) 48 cp Dissertation

### **Potential Careers:**

Human Resource Developer, Human Resource Manager.



## **Master of Business (Integrated Marketing Communication) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

AMN401	Integrated Marketing Communication
AMN404	Readings in Integrated Marketing Communication
AMN405	Cases in Integrated Marketing Communication
AMN406	Project
AMN420	Advertising Management
AMN465	Public Relations Management

### **Part C - 48 credit points**

48 Credit Points from either:

- (1) A 48cp minor from another Business stream
- (2) 48 cp Dissertation

### **Potential Careers:**

Account Executive, Marketing Officer/Manager, Public Relations Officer/Consultant.

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### **Course Design**

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

### **Course Structure**

#### **Part A - 48 credit points**

AMN442	Marketing Management
AMN403	Marketing and Survey Research
	Two units from Foundation Studies List

#### **Part B - 96 credit points**

AMN400	Consumer Behaviour
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## **Master of Business (International Business) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### **Course Design**

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

### **Course Structure**

#### **Part A - 48 credit points**

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- IBN408 Global Business Operations
- One unit from the Foundation Studies List

#### **Part B - 96 credit points**

- IBN409 Negotiating Across Borders

- IBN410 International Logistics Management
- IBN421 Marketing Internationally
- AYN424 International Accounting  
or
- LWS075 International Business and Law  
Plus two from:
- IBN403 Business in Asia
- IBN404 Business in Europe
- IBN435 Business in Australia
- Two Approved Electives

#### **Part C - 48 credit points**

- 48 Credit Points from either:
- (1) A 48cp minor from another Business stream
  - (2) 48 cp Dissertation

### **Potential Careers:**

International Business Specialist.

**Master of Business (Marketing) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point *(subject to annual review)*

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester *(subject to annual review)*

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

**Cohort Rule**

A cohort rule applies to this course. More details...

**Overview**

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

**Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

**Course Design**

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

**Course Structure**

**Part A - 48 credit points**

AMN442 Marketing Management

AMN403 Marketing and Survey Research

Two units from Foundation Studies List

**Part B - 96 credit points**

AMN400 Consumer Behaviour

AMN401 Integrated Marketing Communication

AMN443	Product and Service Innovation
AMN444	Services Marketing
AMN445	Strategic Marketing Management
AMN447	Contemporary Issues in Marketing
	or
IBN421	Marketing Internationally
	Plus:
AMN406	Project
	or
	Two Approved AMN Electives

**Part C - 48 credit points**

48 Credit Points from either:

(1) Further advanced studies from another Business stream.

(2) 48 cp Dissertation

**Potential Careers:**

Marketing Officer/Manager.

## Master of Business (Philanthropy and Nonprofit Studies) - Advanced (BS17)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Dr Cameron Newton

**Campus:** Gardens Point

### Cohort Rule

A cohort rule applies to this course. More details...

### Overview

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

### Entry Requirements

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### Course Design

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

### Course Structure

#### Part A - 48 credit points

- AMN442 Marketing Management
- AMN403 Marketing and Survey Research
- GSN224 Corporate Philanthropy
- One unit from Foundation Studies List

#### Part B - 96 credit points

- GSN233 Special Topic in Philanthropy and Nonprofit

- Studies
- GSN481 Philanthropic and Nonprofit Frameworks of Governance
- GSN482 Philanthropic and Nonprofit Economics
- GSN483 Ethics for Philanthropic and Nonprofit Organisations
- GSN484 Management for Philanthropic and Nonprofit Organisations
- GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
- GSN486 Accounting Issues for Philanthropic & Nonprofit Organisations
- GSN487 Marketing for the Nonprofit Sector
- GSN488 Fundraising Development Principles
- GSN489 Fundraising Development Techniques
- Plus either:
- BSN404 Project 1
- plus 18cps of elective studies
- or
- BSN406 Project 3
- plus 6cps of elective studies

#### Part C - 48 credit points

48 Credit Points from either:

- (1) A 48cp minor from another Business stream
- (2) 48 cp Dissertation

### Potential Careers:

Administrator, Contract Administrator.

## **Master of Business (Professional Accounting) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Associate Professor Peter Best

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent (in an area other than Accounting) with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### **Course Design**

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

### **Course Structure**

#### **Part A - 48 credit points**

- AYN410 Business Law and Ethics
- AYN416 Financial Accounting 1
- EFN405 Managerial Economics
- EFN406 Managerial Finance

#### **Part B - 96 credit points**

- AYN411 Company Auditing
- AYN412 Company Law
- AYN414 Cost and Management Accounting
- AYN417 Financial Accounting 2
- AYN418 Financial Accounting 3
- AYN438 Taxation Law and Practice
- AYN443 Electronic Commerce Cycles
- EFN419 Data Analysis

#### **Part C - 48 credit points**

48 Credit Points from either:

- (1) Further advanced Accountancy Studies
- (2) A 48 credit point minor from another Business stream

\*Students unable to undertake EFN405 for the Professional Accounting major may enrol in GSN491 and GSN492. These two 6 credit point units combined are deemed equivalent to EFN405. Please note GSN491 and GSN492 are six week units (plus one exam week).

### **Potential Careers:**

Accountant.

**Master of Business (Public Relations) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 4 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Ms Robina Xavier

**Campus:** Gardens Point

**Cohort Rule**

A cohort rule applies to this course. More details...

**Overview**

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

**Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

**Course Design**

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

**Course Structure**

**Part A - 48 credit points**

AMN465 Public Relations Management

AMN403 Marketing and Survey Research

Two units from Foundation Studies List

**Part B - 96 credit points**

AMN460 Corporate and Investor Relations

AMN461 Corporate Media Strategy and Tactics

AMN462 Community Consultation and Engagement

AMN467 Public Relations Campaigns

AMN468 Issues and Crisis Management

Plus:

AMN406 Project

and one elective unit

or

Three approved Electives

**Part C - 48 credit points**

48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

**Potential Careers:**

Public Relations Officer/Consultant.

## **Master of Business (Strategic Advertising) - Advanced (BS17)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059600M

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Dr Gayle Kerr

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate elective units.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent with a minimum GPA of 4 (on a 7 point scale).

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### **Course Design**

Students must undertake 16 units (192 credit points) consisting of 12 prescribed units (144 credit points) and 4 approved elective units (48 credit points). If your course offer includes the condition that you must study EFB101 Data Analysis for Business, then this unit is to be taken in addition to the normal course requirements.

### **Course Structure**

#### Part A - 48 credit points

AMN442 Marketing Management

AMN403 Marketing and Survey Research

Two units from Foundation Studies List

#### Part B - 96 credit points

AMN400 Consumer Behaviour

AMN420 Advertising Management

AMN422 Media Strategy

KCP404 Advertising Creative: Introduction

AMN421 Contemporary Issues in Advertising

AMN423 Strategies for Creative Advertising

KCP406 Advertising Creative: Copywriting and Art Direction

Plus:

AMN406 Project

or

Two approved electives (including Creative Advertising electives)

#### Part C - 48 credit points

48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

**Course Notes:** Students have the option of undertaking either a 24cp Project unit or 24cp of electives from postgraduate units offered by the School of Advertising, Marketing & Public Relations or from the Creative Advertising stream offered by the Faculty of Creative Industries. Students interested in Creative Advertising units should refer to the Course Summary Sheet for IX96 Master of Advertising (Creative Advertising) . Go to <http://www.studentservices.qut.edu.au/info/css/if.jsp>

### **Potential Careers:**

Advertising Professional.

## Master of Business (Professional Accounting) - Advanced (BS33)

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 053706E

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 192

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Ms Lyn Gallagher

**Campus:** Gardens Point

### Discontinuation

Students should note that from Semester 1, 2007 this course has been renamed and recoded to BS17 Master of Business (Professional Accounting) - Advanced. Therefore, there will be no further intake into this course. Currently enrolled students who wish to remain in, and graduate from the existing program will be permitted to do so up to the end of 2009. From Semester 1, 2010, all students will be enrolled in the new program.

For course structure information on the new course, please refer to the new course (BS17).

### Full-Time Course Structure

#### Year 1, Semester 1

AYN410 Business Law and Ethics

AYN416 Financial Accounting 1

EFN405 Managerial Economics

EFN406 Managerial Finance

#### Year 1, Semester 2

AYN412 Company Law

AYN414 Cost and Management Accounting

AYN417 Financial Accounting 2

AYN443 Electronic Commerce Cycles

#### Year 2, Semester 1

AYN411 Company Auditing

AYN418 Financial Accounting 3

AYN438 Taxation Law and Practice

EFN419 Data Analysis

#### Year 2, Semester 2

Approved Elective unit

Approved Elective unit

Approved Elective unit

Approved Elective unit

### Elective Unit List

AYN413	Enterprise Systems Governance and Audit
AYN419	Financial Modelling and Business Valuations
AYN424	International Accounting
AYN433	Research Topics in Accounting
AYN449	Enterprise Systems
AYN453	Financial Forensics and Business Intelligence
AYN454	Forensic Accounting and Investigation
AYN505	Dissecting Financial Statements
AYN507	Governance Issues in Accounting

### Part-Time Course Structure

#### Year 1, Semester 1

AYN410 Business Law and Ethics

AYN416 Financial Accounting 1

#### Year 1, Semester 2

AYN412 Company Law

AYN417 Financial Accounting 2

#### Year 2, Semester 1

AYN411 Company Auditing

AYN418 Financial Accounting 3

#### Year 2, Semester 2

AYN414 Cost and Management Accounting

AYN443 Electronic Commerce Cycles

#### Year 3, Semester 1

AYN438 Taxation Law and Practice

EFN419 Data Analysis

#### Year 3, Semester 2

EFN406 Managerial Finance

EFN405 Managerial Economics

#### Year 4, Semester 1

Approved Elective unit

Approved Elective unit

#### Year 4, Semester 2

Approved Elective unit

Approved Elective unit

### Elective Unit List

Students should contact the Subject Area Co-ordinator for details on Elective units.

### Potential Careers:



Account Executive, Accountant, Actuary, Administrator, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Contract Administrator, Corporate Secretary, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Higher Education Worker, Investment Manager, Project Manager, Property Development, Property Management.

## **Graduate Certificate in Business (BS39)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 031769E

**Course duration (full-time):** 1 semester

**Course duration (part-time):** 2 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 48

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Associate Professor Peter Best (Accounting); Mr Peter Whelan (Applied Finance); Mr Paul Barnes (Human Resource Management and Public Management); Mr Bill Proud (Events Marketing & Management, Integrated Marketing Communication, International Business, Marketing, Public Relations) and Professor Myles McGregor-Lowndes (Philanthropy & Nonprofit Studies)

**Campus:** Gardens Point

### **Cohort Rule**

A cohort rule applies to this course. More details...

### **Overview**

The Graduate Certificate in Business offers specialisations in the fields of accounting, applied finance, human resource management, integrated marketing communication, international business, marketing, philanthropy and nonprofit studies, public management and public relations.

### **Entry Requirements**

**FOR DOMESTIC STUDENTS:**

An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

The following study areas have different undergraduate degree requirements (but still require a minimum GPA of 4.0):

\*Accounting - requires an undergraduate degree with an appropriate major in Accountancy

\*Applied Finance - requires an undergraduate degree or equivalent in an area other than Finance

**FOR INTERNATIONAL STUDENTS:**

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### **Special Entry**

Applicants who have an undergraduate degree with a GPA below 4, or who do not have an undergraduate degree but have appropriate professional and employment experience, may be considered for special entry following the approval of the Subject Area Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work. Special entry without an undergraduate degree is not available for the Accounting major.

### **Course Design**

Students are required to complete 4 units or 48 credit points.

### **Articulation**

BS92 Master of Business (Research) - for students completing the Graduate Certificate in Business (Research).

BS16 Master of Business (Applied Finance) - for students completing the Graduate Certificate in Business (Applied Finance).

An approved Master of Business program - for students completing the Graduate Certificate in Business (Events Marketing and Management).

BS16 Master of Business (Forensic Accounting) - for students completing Graduate Certificate in Business (Accounting)

BS16 Master of Business (Human Resource Management) - for students completing the Graduate Certificate in Business (Human Resource Management).

BS16 Master of Business (Integrated Marketing Communications) or BS16 Master of Business (Marketing) or BS16 Master of Business (Public Relations) - for students completing the Graduate Certificate in Business (Integrated Marketing Communication).

BS16 Master of Business (International Business) for students completing the Graduate Certificate in Business (International Business).

BS16 Master of Business (Marketing) or BS16 Master of Business (Integrated Marketing Communications) or BS16 Master of Business (Public Relations) - for students completing the Graduate Certificate in Business (Marketing).

BS16 Master of Business (Philanthropy & Nonprofit Studies) - for students completing the Graduate Certificate in Business (Philanthropy & Nonprofit Studies).

BS16 Master of Business (Public Relations) or BS16 Master of Business (Integrated Marketing Communications) - for students completing the Graduate Certificate in Business (Public Relations).

BS16 Master of Business (Strategic Advertising) - for students completed the Graduate Certificate in Business

(Strategic Advertising).

**Interdisciplinary**

The interdisciplinary stream within the BS39 Graduate Certificate of Business is open to students who wish to construct their own program of study necessary to meet their own professional or personal needs. Hence there are no recommended units. Requests by students to undertake units from other Faculties will be assessed on a case by case basis, although to award a Graduate Certificate in "Business" it would be expected that at least 3 of the 4 units be taken from business studies.

**Course Structure**

**Accounting**

Students are required to complete 4 units (48 credit points) from the following:

- AYN412 Company Law
- AYN418 Financial Accounting 3
- AYN438 Taxation Law and Practice  
Plus one of the following units:
- AYN443 Electronic Commerce Cycles  
Unit approved by the Subject Area Coordinator

**Applied Finance**

Students are required to complete 4 units (48 credit points) from the following:

- EFN406 Managerial Finance  
Plus three units from:
- EFN405 Managerial Economics
- EFN412 Advanced Managerial Finance
- EFN414 International Finance
- EFN415 Security Analysis
- EFN416 Treasury and Portfolio Management
- EFN420 Introduction To Financial Management
- EFN505 Financial Risk Management
- EFN507 Advanced Capital Budgeting  
Finance Elective unit  
Finance Elective unit

**Events Marketing and Management**

Students are required to complete the following 4 units (48 credit points):

- AMN488 Events Marketing
- AMN489 Events Management
- AMN403 Marketing and Survey Research
- AMN400 Consumer Behaviour

**Human Resource Management - For students without prior study in HRM**

Students are required to complete the following 4 units (48 credit points):

- MGN409 Introduction to Management

- MGN410 Labour-Management Relations
- MGN412 People in Organisations
- MGN427 Human Resource Management

**Human Resource Management - For students with prior study in HRM**

Students are required to complete 4 units (48 credit points) from the following:

- MGN423 Contemporary Strategic Analysis
- MGN433 Managing High-Performance Organisations
- MGN505 Consulting and Change Management
- MGN506 Contemporary Issues in HRM
- MGN508 HRM Cases
- MGN528 Special Topic in Human Resource Management 1

Or other units approved by the Subject Area Coordinator

**Integrated Marketing Communication**

Students are required to complete 4 units (48 credit points) from the following:

- AMN400 Consumer Behaviour
- AMN401 Integrated Marketing Communication  
Plus any two of the following units:
- AMN420 Advertising Management
- AMN442 Marketing Management
- AMN465 Public Relations Management

**Interdisciplinary**

Any 48 credit points across the Faculty of Business.

**International Business**

Students are required to complete 4 units (48 credit points) from the following:

- IBN408 Global Business Operations  
Plus one unit from:
- IBN403 Business in Asia
- IBN404 Business in Europe
- IBN435 Business in Australia  
Plus two units from:
- IBN409 Negotiating Across Borders
- IBN410 International Logistics Management
- IBN421 Marketing Internationally

**Marketing**

Students are required to complete the following 4 units (48 credit points):

- AMN400 Consumer Behaviour
- AMN403 Marketing and Survey Research
- AMN442 Marketing Management  
Elective unit  
This elective unit must be selected from

postgraduate units offered by the School of Advertising, Marketing and Public Relations

**Philanthropy and Nonprofit Studies**

Due to unit availability, this major is only available in part-time mode. Therefore, it is not available to international students who must maintain a full-time study load.

Students are required to complete 8 units (48 credit points) from the following:

GSN481 Philanthropic and Nonprofit Frameworks of Governance

GSN482 Philanthropic and Nonprofit Economics

GSN483 Ethics for Philanthropic and Nonprofit Organisations

GSN484 Management for Philanthropic and Nonprofit Organisations

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations

GSN486 Accounting Issues for Philanthropic & Nonprofit Organisations

Plus choose one of the following pairs of units:

GSN408 Fundamentals of Marketing Management

GSN487 Marketing for the Nonprofit Sector

OR

GSN488 Fundraising Development Principles

GSN489 Fundraising Development Techniques

null

Advertising, International Business, Marketing, Public Relations

BSN502 Research Methodology

or

AMN403 Marketing and Survey Research

Plus

BSN503 Research Seminar

BSN412 Qualitative Research and Analytical Techniques

Elective unit

The elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator.

null

Banking and Finance

BSN506 Econometric Methods

EFN504 Finance Honours

EFN505 Financial Risk Management

Elective unit

The elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator.

**Public Management**

MGN426 International Trends in Public Management

MGN402 Government-Business Relations

MGN516 Policy Analysis

MGN517 Program Evaluation

Economics

BSN506 Econometric Methods

EFN500 Contemporary Macroeconomic Theory

EFN502 Developments in Microeconomic Theories

Elective unit

**Public Relations**

Students are required to complete the following 4 units (48 credit points):

AMN461 Corporate Media Strategy and Tactics

AMN465 Public Relations Management

AMN46X Public Relations Elective unit

Elective unit

This elective unit must be selected from postgraduate units offered by the School of Advertising, Marketing & Public Relations

The elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator.

null

Human Resource Management

BSN502 Research Methodology

BSN503 Research Seminar

MGN506 Contemporary Issues in HRM

Elective unit

**Research**

Accountancy

AYN433 Research Topics in Accounting

BSN507 Research Methods

BSN412 Qualitative Research and Analytical Techniques

Elective unit

The elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator.

The elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator.

null

Management

BSN502 Research Methodology

BSN503 Research Seminar

MGN507 Contemporary Issues in Management

Elective unit

The elective unit must be selected from postgraduate units offered by the Faculty of

Business, subject to the approval of the School Research Coordinator.

**Potential Careers:**

Administrator, Advertising Professional, Arts Administrator, Business Analyst, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Human Resource Developer, Human Resource Manager, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Public Servant, Risk Manager, Stockbroker.

**University Diploma in Business (BS40)****Year offered:** 2007**Admissions:** Yes**CRICOS code:** 025282A**Course duration (full-time):** 2 semesters**International Fees (per semester):** 2007:\$7,250 per semester (*subject to annual review*)**International Entry:** February, June and October**Total credit points:** 96**Standard credit points per full-time semester:** 48**Course coordinator:** Elizabeth McDade**Campus:** Kelvin Grove**Abbreviation**

UnivDipBus

**Entry Requirements - Academic**

Successful completion of senior high school with the required grades. Students can find more detailed country specific entry requirements at the following web site:

<http://www.international.qut.edu.au/apply/howtoapply/entryeqs/academic.jsp>

**Entry Requirements - English Language**

Queensland Senior English (Low Achievement) or IELTS 5.5 with no sub-score less than 5.0 or TOEFL 525 (paper), TOEFL 193 (CBT) or equivalent, or successful completion of the EAP program. (NB Students should also check visa requirements).

**Description**

The University Diploma in Business, which has intakes for international students in February, June and October, is equivalent to the first year of the Bachelor of Business. In this program, students study six first year faculty core units as well as two units of Communication which have been designed to support their other core units. Students who successfully complete these units earn full academic credit for eight units towards their degree. Graduates articulate to the second year of the Bachelor of Business. Small lectures and tutorials, additional workshops and the support of Language and Welfare Advisers provide an excellent learning environment.

**Course Completion**

Students must obtain at least a grade of 4 (Pass) in seven units and a grade of 3 (Low Pass) in the remaining unit.

**Progression**

Requirements for progression to the second year of QUT Bachelor of Business:

- i) fulfil the Diploma course requirements,
- ii) a minimum Grade Point Average (GPA) of 4, and
- iii) an IELTS score of 6.5 or its equivalent.

**Full-time course structure****Semester One**

BSD110 Accounting

BSD113	Economics
BSD126	Marketing
QCD110	Communication for Business 1

**Semester Two**

BSD122	Quantitative Analysis and Finance
BSD115	Management, People and Organisations
BSD119	International and Electronic Business
QCD210	Communication for Business 2

**Potential Careers:**

Academic, Account Executive, Accountant, Actuary, Administrator, Adult/Workplace Educator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Corporate Secretary, Customs Officer, Diplomat, Economist, Educator, Electrical and Computer Engineer, Electronic Commerce Developer, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Services Manager, Higher Education Worker, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Investment Manager, Manager, Manufacturer, Marketing Officer/Manager, Network Manager, Organisational Communication Specialist, Policy Officer, Project Manager, Property Economist, Public Relations Officer/Consultant, Public Servant, Risk Manager, Secondary School Teacher, Statistician, TAFE Teacher, Teacher, Trainer.

## **Bachelor of Business (Accountancy) (BS56)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: 413021; Dfee: 413026. Carseldine campus: 443671; Dfee: 443676

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Mathematics A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Ms Ros Kent

**Campus:** Gardens Point and Carseldine

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Advertising, Banking and Finance, Economics, Electronic Business, Human Resource Management, International Business, Management, Marketing, and Public Relations.

### **Professional Recognition**

Students completing the Bachelor of Business (Accountancy) degree with an extended major in Professional Accounting meet the academic requirements for Associate membership of CPA Australia and enrolment in the CPA program and the academic requirements for enrolment in the Chartered Accountants Program of the Institute of Chartered Accountants in Australia (ICAA).

Students completing the Bachelor of Business (Accountancy) degree with an extended major in Business Law and Tax will need to select the following elective units to meet the academic requirements for Associate membership of CPA Australia and enrolment in the CPA program and the academic requirements for enrolment in the Chartered Accountants Program of the Institute of Chartered Accountants in Australia:

- EFB210 Finance 1, and

- AYB311 Financial Accounting Issues or AYB321 Strategic Management Accounting

The School of Accountancy strongly recommends students undertake both AYB311 Financial Accounting Issues and AYB321 Strategic Management Accounting.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries Australia (CSA). These programs are also accredited with the Tax Agents' Board of Queensland.

Students completing the Accountancy major in combination with another business major may meet professional body (CPA Australia/ICAA) requirements by undertaking specified QUT units (normally four) as electives in the course. For further information on professional recognition for double majors and the required units that must be studied as electives, please contact the School of Accountancy on (07) 3864 5292 or email [accenq@qut.edu.au](mailto:accenq@qut.edu.au)

Please note that students with advanced standing (i.e. academic credit) may be required to undertake additional studies in order to meet professional body requirements. Students must also comply with CPA Australia and ICAA policy on conceded and terminal passes.

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.

2. Your primary major of six units will provide the overall direction for your future career path.

3. Your second area of study of six units will hone your career decision.

- Maximise your career options with an added breadth of knowledge by completing another of the business majors
- Add a depth of knowledge in your area of interest with further study within your primary business major
- Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.

4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

**Deferment**

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

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

Find out more on deferment.

**Full-Time Course structure**

**Year 1, Semester 1**

- BSB110 Accounting
- BSB111 Business Law and Ethics
- BSB113 Economics
- BSB115 Management, People and Organisations

**Year 1, Semester 2**

- AYB121 Financial Accounting
- BSB119 International and Electronic Business
- BSB126 Marketing
- BSB122 Quantitative Analysis and Finance

**Year 2, Semester 1**

- AYB220 Company Accounting
- BSB114 Government, Business and Society
- EFB101 Data Analysis for Business  
Double Major/Extended Major/Specialisation unit

**Year 2, Semester 2**

- AYB221 Computerised Accounting Systems
- AYB225 Management Accounting  
Double Major/Extended Major/Specialisation unit  
Double Major/Extended Major/Specialisation unit

**Year 3, Semester 1**

- AYB301 Auditing  
Double Major/Extended Major/Specialisation unit  
Double Major/Extended Major/Specialisation unit  
Elective unit

**Year 3, Semester 2**

- Double Major/Extended Major/Specialisation unit
- Elective unit
- Elective unit
- Elective unit

**Part-Time Course structure**

**Year 1, Semester 1**

- BSB110 Accounting
- BSB113 Economics

**Year 1, Semester 2**

- AYB121 Financial Accounting
- BSB122 Quantitative Analysis and Finance

**Year 2, Semester 1**

- BSB111 Business Law and Ethics
- BSB115 Management, People and Organisations

**Year 2, Semester 2**

- BSB119 International and Electronic Business
- BSB126 Marketing

**Year 3, Semester 1**

- BSB114 Government, Business and Society
- EFB101 Data Analysis for Business

**Year 3, Semester 2**

- AYB221 Computerised Accounting Systems  
Double Major/Extended Major/Specialisation unit

**Year 4, Semester 1**

- AYB220 Company Accounting  
Double Major/Extended Major/Specialisation unit

**Year 4, Semester 2**

- AYB225 Management Accounting  
Double Major/Extended Major/Specialisation unit

**Year 5, Semester 1**

- AYB301 Auditing  
Double Major/Extended Major/Specialisation unit



**Year 5, Semester 2**

Double Major/Extended Major/Specialisation unit

Elective unit

**Year 6, Semester 1**

Double Major/Extended Major/Specialisation unit

Elective unit

**Year 6, Semester 2**

Elective unit

Elective unit

**Accountancy with Professional Accounting Extended Major**

**Year 1, Semester 1**

- BSB110 Accounting
- BSB111 Business Law and Ethics
- BSB113 Economics
- BSB115 Management, People and Organisations

**Year 1, Semester 2**

- AYB121 Financial Accounting
- BSB119 International and Electronic Business
- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 2, Semester 1**

- AYB220 Company Accounting
- BSB114 Government, Business and Society
- EFB101 Data Analysis for Business
- EFB210 Finance 1

**Year 2, Semester 2**

- AYB221 Computerised Accounting Systems
- AYB223 Law of Business Associations
- AYB225 Management Accounting
- EFB102 Economics 2

**Year 3, Semester 1**

- AYB301 Auditing
- AYB321 Strategic Management Accounting
- AYB325 Taxation Law
- Elective unit

**Year 3, Semester 2**

- AYB311 Financial Accounting Issues
- Elective unit
- Elective unit
- Elective unit

**Accountancy with Business Law and Tax Extended**

**Major**

**Year 1, Semester 1**

- BSB110 Accounting
- BSB111 Business Law and Ethics
- BSB113 Economics
- BSB115 Management, People and Organisations

**Year 1, Semester 2**

- AYB121 Financial Accounting
- BSB119 International and Electronic Business
- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 2, Semester 1**

- AYB220 Company Accounting
- AYB223 Law of Business Associations
- BSB114 Government, Business and Society
- EFB101 Data Analysis for Business

**Year 2, Semester 2**

- AYB221 Computerised Accounting Systems
- AYB225 Management Accounting
- AYB325 Taxation Law
- Extended Major unit

**Year 3, Semester 1**

- AYB301 Auditing
- Extended Major unit
- Extended Major unit
- Elective unit

**Year 3, Semester 2**

- Extended Major unit
- Elective unit
- Elective unit
- Elective unit

**Extended Major Units**

Students are required to select four units from the following:

- AYB305 Company Law and Practice
- AYB312 Financial Institutions Law
- AYB323 Tax Planning
- AYB328 Taxation of Business Entities
- AYB337 Goods and Services Tax

From Semester 1, 2007, AYB320 Advanced Taxation Law has replaced AYB337 Goods and Services Tax, AYB323 Tax Planning and AYB328 Taxation of Business Entities. Students who have completed two of the three units are not eligible to enrol in AYB320 Advanced Taxation Law. Students who require further advice should consult the School of

Accountancy.

**Accountancy with Professional Accounting Extended Major**

**Year 1, Semester 1**

BSB110 Accounting  
BSB113 Economics

**Year 1, Semester 2**

AYB121 Financial Accounting  
BSB122 Quantitative Analysis and Finance

**Year 2, Semester 1**

BSB111 Business Law and Ethics  
BSB115 Management, People and Organisations

**Year 2, Semester 2**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 3, Semester 1**

BSB114 Government, Business and Society  
EFB101 Data Analysis for Business

**Year 3, Semester 2**

AYB221 Computerised Accounting Systems  
AYB223 Law of Business Associations

**Year 4, Semester 1**

AYB220 Company Accounting  
EFB210 Finance 1

**Year 4, Semester 2**

AYB225 Management Accounting  
EFB102 Economics 2

**Year 5, Semester 1**

AYB301 Auditing  
AYB325 Taxation Law

**Year 5, Semester 2**

AYB321 Strategic Management Accounting  
Elective unit

**Year 6, Semester 1**

AYB311 Financial Accounting Issues  
Elective unit

**Year 6, Semester 2**

Elective unit  
Elective unit

**Accountancy with Business Law and Tax Extended Major**

**Year 1, Semester 1**

BSB110 Accounting  
BSB113 Economics

**Year 1, Semester 2**

AYB121 Financial Accounting  
BSB122 Quantitative Analysis and Finance

**Year 2, Semester 1**

BSB111 Business Law and Ethics  
BSB115 Management, People and Organisations

**Year 2, Semester 2**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 3, Semester 1**

BSB114 Government, Business and Society  
EFB101 Data Analysis for Business

**Year 3, Semester 2**

AYB221 Computerised Accounting Systems  
AYB223 Law of Business Associations

**Year 4, Semester 1**

AYB220 Company Accounting  
Extended Major unit

**Year 4, Semester 2**

AYB225 Management Accounting  
Extended Major unit

**Year 5, Semester 1**

AYB301 Auditing  
AYB325 Taxation Law

**Year 5, Semester 2**

Extended Major unit  
Elective unit

**Year 6, Semester 1**

Extended Major unit  
Elective unit

**Year 6, Semester 2**

Elective unit  
Elective unit

**Extended Major Units**

Students are required to select four units from the following:

AYB305 Company Law and Practice  
AYB312 Financial Institutions Law

AYB323	Tax Planning
AYB328	Taxation of Business Entities
AYB337	Goods and Services Tax
	From Semester 1, 2007, AYB320 Advanced Taxation Law has replaced AYB337 Goods and Services Tax, AYB323 Tax Planning and AYB328 Taxation of Business Entities. Students who have completed two of the three units are not eligible to enrol in AYB320 Advanced Taxation Law. Students who require further advice should consult the School of Accountancy.

**Accountancy with Professional Accounting Extended Major**

**Year 1, Semester 1**

BSB110	Accounting
BSB113	Economics

**Year 1, Semester 2**

AYB121	Financial Accounting
BSB122	Quantitative Analysis and Finance

**Year 2, Semester 1**

BSB111	Business Law and Ethics
BSB115	Management, People and Organisations

**Year 2, Semester 2**

BSB119	International and Electronic Business
BSB126	Marketing

**Year 3, Semester 1**

BSB114	Government, Business and Society
EFB101	Data Analysis for Business

**Year 3, Semester 2**

AYB221	Computerised Accounting Systems
AYB223	Law of Business Associations

**Year 4, Semester 1**

AYB220	Company Accounting
EFB210	Finance 1

**Year 4, Semester 2**

AYB225	Management Accounting
AYB311	Financial Accounting Issues

**Year 5, Semester 1**

AYB301	Auditing
AYB325	Taxation Law

**Year 5, Semester 2**

AYB321	Strategic Management Accounting
	Elective unit

**Year 6, Semester 1**

AYB339	Accountancy Capstone
	Elective unit

**Year 6, Semester 2**

	Elective unit
	Elective unit

**Accountancy with Professional Accounting Extended Major**

**Year 1, Semester 1**

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB115	Management, People and Organisations

**Year 1, Semester 2**

AYB121	Financial Accounting
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance
BSB126	Marketing

**Year 2, Semester 1**

AYB220	Company Accounting
BSB114	Government, Business and Society
AYB225	Management Accounting
EFB101	Data Analysis for Business

**Year 2, Semester 2**

AYB221	Computerised Accounting Systems
AYB223	Law of Business Associations
EFB210	Finance 1
AYB311	Financial Accounting Issues
	or
AYB321	Strategic Management Accounting

**Year 3, Semester 1**

AYB301	Auditing
AYB311	Financial Accounting Issues
	or
AYB321	Strategic Management Accounting
AYB325	Taxation Law
	Elective unit

**Year 3, Semester 2**

AYB339	Accountancy Capstone
	Elective unit
	Elective unit
	Elective unit

**Accountancy with Business Law and Tax Extended**

**Major**

**Year 1, Semester 1**

BSB110 Accounting  
BSB113 Economics

**Year 1, Semester 2**

AYB121 Financial Accounting  
BSB122 Quantitative Analysis and Finance

**Year 2, Semester 1**

BSB111 Business Law and Ethics  
BSB115 Management, People and Organisations

**Year 2, Semester 2**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 3, Semester 1**

BSB114 Government, Business and Society  
EFB101 Data Analysis for Business

**Year 3, Semester 2**

AYB221 Computerised Accounting Systems  
AYB223 Law of Business Associations

**Year 4, Semester 1**

AYB220 Company Accounting  
Elective unit

**Year 4, Semester 2**

AYB225 Management Accounting  
AYB305 Company Law and Practice

**Year 5, Semester 1**

AYB301 Auditing  
AYB325 Taxation Law

**Year 5, Semester 2**

AYB311 Financial Accounting Issues  
or  
AYB321 Strategic Management Accounting  
Elective unit

**Year 6, Semester 1**

AYB312 Financial Institutions Law  
Elective unit

**Year 6, Semester 2**

AYB320 Advanced Taxation Law  
AYB339 Accountancy Capstone

**Accountancy with Business Law and Tax Extended Major**

**Year 1, Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics  
BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1, Semester 2**

AYB121 Financial Accounting  
BSB119 International and Electronic Business  
BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

**Year 2, Semester 1**

AYB220 Company Accounting  
AYB223 Law of Business Associations  
BSB114 Government, Business and Society  
EFB101 Data Analysis for Business

**Year 2, Semester 2**

AYB221 Computerised Accounting Systems  
AYB225 Management Accounting  
AYB325 Taxation Law  
AYB305 Company Law and Practice

**Year 3, Semester 1**

AYB301 Auditing  
AYB312 Financial Institutions Law  
AYB320 Advanced Taxation Law  
AYB311 Financial Accounting Issues  
or  
AYB321 Strategic Management Accounting

**Year 3, Semester 2**

AYB339 Accountancy Capstone  
Elective unit (Recommend: EFB210 Finance 1)  
Elective unit  
Elective unit

**Potential Careers:**

Account Executive, Accountant, Actuary, Administrator, Adult/Workplace Educator, Banker, Business Analyst, Certified Practising Accountant, Corporate Secretary, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, Investment Manager, Property Development, Public Servant, Risk Manager, Stockbroker.

## **Bachelor of Business (Advertising) (BS56)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: 413021; Dfee: 413026. Carseldine campus: 443671; Dfee: 443676

**Past rank cut-off:** Gardens Point campus: 80; Dfee: 75. Carseldine campus: 72; . Dfee places were not offered at Carseldine last year.

**Past OP cut-off:** Gardens Point campus: 10; Dfee: 12. Carseldine campus: 13; . Dfee places were not offered at Carseldine last year.

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Dr Gayle Kerr

**Campus:** Gardens Point and Carseldine

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Accountancy, Banking and Finance, Economics, Electronic Business, Human Resource Management, International Business, Management, Marketing, and Public Relations.

### **Professional Recognition**

Students completing the Bachelor of Business majoring in Advertising will meet the requirements for membership to the Advertising Federation of Australia, the Australian Association of National Advertisers, the Australian Direct Marketing Association and the Queensland Commercial Radio Association.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.
2. Your primary major of six units will provide the overall direction for your future career path.
3. Your second area of study of six units will hone your career decision.
  - Maximise your career options with an added breadth of knowledge by completing another of the business majors
  - Add a depth of knowledge in your area of interest with further study within your primary business major
  - Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.
4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

### **Deferment**

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

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

Find out more on deferment.

### **Full-Time Course Structure**

#### **Year 1, Semester 1**

BSB114	Government, Business and Society
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance

BSB126 Marketing Double Major/Extended Major/Specialisation unit

**Year 1, Semester 2**

AMB200 Consumer Behaviour  
 AMB220 Advertising Theory and Practice  
 BSB115 Management, People and Organisations  
 Double Major/Extended Major/Specialisation unit

**Year 2, Semester 1**

AMB222 Media Planning  
 BSB110 Accounting  
 Double Major/Extended Major/Specialisation unit  
 Double Major/Extended Major/Specialisation unit

**Year 2, Semester 2**

AMB221 Advertising Copywriting  
 BSB111 Business Law and Ethics  
 BSB113 Economics  
 Double Major/Extended Major/Specialisation unit

**Year 3, Semester 1**

AMB320 Advertising Management  
 Double Major/Extended Major/Specialisation unit  
 Elective unit  
 Elective unit

**Year 3, Semester 2**

AMB321 Advertising Campaigns  
 Double Major/Extended Major/Specialisation unit  
 Elective unit  
 Elective unit

**Part-Time Course Structure**

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing

**Year 1, Semester 2**

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business

**Year 2, Semester 1**

AMB200 Consumer Behaviour  
 AMB220 Advertising Theory and Practice

**Year 2, Semester 2**

BSB115 Management, People and Organisations

**Year 3, Semester 1**

AMB221 Advertising Copywriting  
 Double Major/Extended Major/Specialisation unit

**Year 3, Semester 2**

AMB222 Media Planning  
 BSB110 Accounting

**Year 4, Semester 1**

BSB113 Economics  
 Double Major/Extended Major/Specialisation unit

**Year 4, Semester 2**

AMB320 Advertising Management  
 BSB111 Business Law and Ethics

**Year 5, Semester 1**

AMB321 Advertising Campaigns  
 Double Major/Extended Major/Specialisation unit

**Year 5, Semester 2**

Double Major/Extended Major/Specialisation unit  
 Elective unit

**Year 6, Semester 1**

Double Major/Extended Major/Specialisation unit  
 Elective unit

**Year 6, Semester 2**

Elective unit  
 Elective unit

**Advertising with Advertising Extended Major**

**Year 1 Semester 1**

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business  
 BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing

**Year 1, Semester 2**

AMB200 Consumer Behaviour  
 AMB220 Advertising Theory and Practice  
 BSB115 Management, People and Organisations  
 Extended Major unit\*

**Year 2, Semester 1**

AMB222 Media Planning  
 AMB230 Internet Promotion  
 BSB110 Accounting  
 Extended Major Unit\*

**Year 2, Semester 2**

AMB221 Advertising Copywriting  
 AMB231 Marketing Communications Regulations and Ethics  
 BSB111 Business Law and Ethics  
 BSB113 Economics

**Year 3, Semester 1**

AMB320 Advertising Management  
 AMB330 Advertising Strategy and Planning  
 AMB331 Direct Marketing  
 Elective unit

**Year 3, Semester 2**

AMB321 Advertising Campaigns  
 Elective unit  
 Elective unit  
 Elective unit

**Notes**

\*Any unit offered by the School of Advertising, Marketing and Public Relations.

**Advertising with Advertising Extended Major**

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing

**Year 1, Semester 2**

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business

**Year 2, Semester 1**

AMB200 Consumer Behaviour  
 AMB220 Advertising Theory and Practice

**Year 2, Semester 2**

AMB230 Internet Promotion  
 BSB115 Management, People and Organisations

**Year 3, Semester 1**

AMB221 Advertising Copywriting  
 AMB231 Marketing Communications Regulations and Ethics

**Year 3, Semester 2**

AMB222 Media Planning  
 BSB110 Accounting

**Year 4, Semester 1**

BSB113 Economics  
 Extended Major unit\*

**Year 4, Semester 2**

AMB320 Advertising Management  
 BSB111 Business Law and Ethics

**Year 5, Semester 1**

AMB321 Advertising Campaigns  
 AMB330 Advertising Strategy and Planning

**Year 5, Semester 2**

Extended Major unit\*  
 Elective unit

**Year 6, Semester 1**

AMB331 Direct Marketing  
 Elective unit

**Year 6, Semester 2**

Elective unit  
 Elective unit

**Notes**

\*Any unit offered by the School of Advertising, Marketing and Public Relations.

**Potential Careers:**

Account Executive, Advertising Professional, Computer Salesperson/Marketer, Creative Writer, Media Industry Specialist, Publishing Professional, Research Assistant.

## **Bachelor of Business (Banking and Finance) (BS56)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: 413021; Dfee: 413026. Carseldine campus: 443671; Dfee: 443676

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Mathematics A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Dr John Chen

**Campus:** Gardens Point and Carseldine

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Accountancy, Advertising, Economics, Electronic Business, Human Resource Management, International Business, Management, Marketing, and Public Relations.

### **Professional Recognition**

Students completing the Bachelor of Business majoring in Banking and Finance meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirement for Professional Membership of the Chartered Secretaries Australia (CSA).

Students completing the Bachelor of Business with a major in Banking and Finance will meet the academic requirements for Associate Membership of the Financial Services Institute of Australasia (FINSIA).

The banking and finance major is partially compliant under ASIC's PS146 training requirements, which allows graduates to give financial product advice to retail clients. For more information, please refer to ASIC's PS146 document and PS146 register.

Students completing the Bachelor of Business (Banking and Finance) with a double major in Accountancy, with appropriate elective choices and unit substitution, may meet the academic requirements of one or more of the following professional bodies: CPA Australia (Associate Membership and enrolment in the CPA program); The Institute of Chartered Accountants in Australia (ICAA) (enrolment in the Chartered Accountants Program); Financial Services Institute of Australasia (FINSIA).

Students completing the Bachelor of Business (Banking and Finance) with a double major in Economics meet the academic requirements for Associate Membership of the Financial Services Institute of Australasia (FINSIA). Ordinary Membership of the Economics Society of Australia only requires that students have an interest in the area of Economics. For students to meet the academic requirements for Professional Membership of the Economics Society of Australia (QLD), requires that students have held an Ordinary Membership of the Economics Society of Australia for one year and have completed a Bachelor of Business majoring in Economics.

These courses have been designed to maximise student's ability to meet professional requirements, however students may be required to undertake further units with professional bodies. Please note that students with advanced standing (ie. academic credit) may be required to undertake additional studies in order to meet professional body requirements.

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.



2. Your primary major of six units will provide the overall direction for your future career path.

3. Your second area of study of six units will hone your career decision.

- Maximise your career options with an added breadth of knowledge by completing another of the business majors
- Add a depth of knowledge in your area of interest with further study within your primary business major
- Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.

4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

**Deferment**

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

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

Find out more on deferment.

**Full-Time Course Structure**

<b>Year 1 Semester 1</b>	
BSB113	Economics
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance
BSB126	Marketing
<b>Year 1 Semester 2</b>	
BSB110	Accounting
BSB115	Management, People and Organisations
EFB101	Data Analysis for Business
EFB102	Economics 2
<b>Year 2 Semester 1</b>	
BSB111	Business Law and Ethics
BSB114	Government, Business and Society
EFB210	Finance 1
	Double Major/Extended Major/Specialisation unit
<b>Year 2 Semester 2</b>	
EFB307	Finance 2
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit

	Elective unit
<b>Year 3 Semester 1</b>	
EFB201	Financial Markets
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit
	Elective unit
<b>Year 3 Semester 2</b>	
EFB312	International Finance
	Double Major/Extended Major/Specialisation unit
	Elective unit
	Elective unit

**Part-Time Course Structure**

<b>Year 1, Semester 1</b>	
BSB113	Economics
BSB119	International and Electronic Business
<b>Year 1, Semester 2</b>	
BSB115	Management, People and Organisations
EFB102	Economics 2
<b>Year 2, Semester 1</b>	
BSB114	Government, Business and Society
BSB126	Marketing
<b>Year 2, Semester 2</b>	
BSB110	Accounting
BSB122	Quantitative Analysis and Finance
<b>Year 3, Semester 1</b>	
BSB111	Business Law and Ethics
EFB210	Finance 1
<b>Year 3, Semester 2</b>	
EFB101	Data Analysis for Business
	Double Major/Extended Major/Specialisation unit
<b>Year 4, Semester 1</b>	
EFB307	Finance 2
	Elective unit
<b>Year 4, Semester 2</b>	
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit
<b>Year 5, Semester 1</b>	

EFB201 Financial Markets  
Double Major/Extended Major/Specialisation  
unit

**Year 5, Semester 2**

Elective unit

Elective unit

**Year 6, Semester 1**

Double Major/Extended Major/Specialisation  
unit

Elective unit

**Year 6, Semester 2**

EFB312 International Finance  
Double Major/Extended Major/Specialisation  
unit

**Potential Careers:**

Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Corporate Secretary, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, Investment Manager, Risk Manager, Statistician, Stockbroker.

## **Bachelor of Business (Economics) (BS56)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: 413021; Dfee: 413026. Carseldine campus: 443671; Dfee: 443676

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Mathematics A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.edu.au](mailto:study@qut.edu.au)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Dr Radhika Lahiri

**Campus:** Gardens Point and Carseldine

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine Campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Accountancy, Advertising, Banking and Finance, Electronic Business, Human Resource Management, International Business, Management, Marketing, and Public Relations.

### **Professional Recognition**

Students completing the Bachelor of Business majoring in Economics meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirement for Professional Membership of the Chartered Secretaries Australia (CSA).

Ordinary Membership of the Economics Society of Australia only requires that students have an interest in the area of Economics. For students to meet the academic requirements for Professional Membership of the Economics Society of Australia (QLD), requires that students have held an Ordinary Membership of the Economics Society of Australia for one year and have completed a Bachelor of Business majoring in Economics.

Students completing the Bachelor of Business (Economics) with a double major in Banking and Finance with appropriate elective choices and unit substitution meet the academic requirements for Senior Associate Membership of the Australasian Institute of Banking and Finance - AAIBF (Snr).

Students completing the Bachelor of Business (Economics) with a double major in Accountancy, with appropriate elective choices and unit substitutions, may meet the academic requirements for Associate Membership of CPA Australia and enrolment in the CPA program. Students may also be eligible for enrolment in the Chartered Accountants Program of The Institute of Chartered Accountants in Australia (ICAA).

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.
2. Your primary major of six units will provide the overall direction for your future career path.
3. Your second area of study of six units will hone your career decision.
  - Maximise your career options with an added breadth of knowledge by completing another of the business majors
  - Add a depth of knowledge in your area of interest with further study within your primary business major
  - Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.
4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

**Deferment**

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

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

Find out more on deferment.

**Full-Time Course Structure**

**Year 1, Semester 1**

- BSB113 Economics
- BSB119 International and Electronic Business
- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 1, Semester 2**

- BSB110 Accounting
- BSB115 Management, People and Organisations
- EFB101 Data Analysis for Business
- EFB102 Economics 2

**Year 2, Semester 1**

- BSB111 Business Law and Ethics
- EFB202 Business Cycles and Economic Growth
- EFB211 Firms, Markets and Resources  
Double Major/Extended Major/Specialisation unit

**Year 2, Semester 2**

- BSB114 Government, Business and Society
- EFB314 International Trade and Economic Competitiveness  
Double Major/Extended Major/Specialisation unit  
Double Major/Extended Major/Specialisation unit

**Year 3, Semester 1**

- Double Major/Extended Major/Specialisation unit
- Double Major/Extended Major/Specialisation unit
- Elective unit
- Elective unit

**Year 3, Semester 2**

- EFB329 Contemporary Applications of Economics Theory  
Double Major/Extended Major/Specialisation

- unit
- Elective unit
- Elective unit

**Part-Time Course Structure**

**Year 1, Semester 1**

- BSB113 Economics
- BSB119 International and Electronic Business

**Year 1, Semester 2**

- BSB115 Management, People and Organisations
- EFB102 Economics 2

**Year 2, Semester 1**

- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 2, Semester 2**

- BSB110 Accounting
- BSB114 Government, Business and Society

**Year 3, Semester 1**

- EFB202 Business Cycles and Economic Growth
- EFB211 Firms, Markets and Resources

**Year 3, Semester 2**

- EFB314 International Trade and Economic Competitiveness  
Double Major/Extended Major/Specialisation unit

**Year 4, Semester 1**

- BSB111 Business Law and Ethics  
Double Major/Extended Major/Specialisation unit

**Year 4, Semester 2**

- EFB101 Data Analysis for Business  
Double Major/Extended Major/Specialisation unit

**Year 5, Semester 1**

- Double Major/Extended Major/Specialisation unit
- Double Major/Extended Major/Specialisation unit

**Year 5, Semester 2**

- EFB329 Contemporary Applications of Economics Theory  
Double Major/Extended Major/Specialisation unit

**Year 6, Semester 1**

- Elective unit

Elective unit

Year 6, Semester 2

Elective unit

Elective unit

**Potential Careers:**

Administrator, Banker, Banking and Finance Professional, Business Analyst, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, Investment Manager, Policy Officer, Public Servant, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.

## **Bachelor of Business (Electronic Business) (BS56)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: 413021; Dfee: 413026. Carseldine campus: 443671; Dfee: 443676

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Ms Sherrena Buckby

**Campus:** Gardens Point and Carseldine

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Accountancy, Advertising, Banking and Finance, Economics, Human Resource Management, International Business, Management, Marketing, and Public Relations.

### **Professional Recognition**

Students completing the Bachelor of Business (Electronic Business) with a double major in Accountancy may meet the academic requirements of CPA Australia and the

Institute of Chartered Accountants in Australia by undertaking specified QUT units (normally four) as general electives in the course program.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

For further information and specific course structures for professional recognition, please contact the School of Accountancy on 07 3864 5292 or email [accenq@qut.edu.au](mailto:accenq@qut.edu.au) (Note that students with advanced standing (ie academic credit) may be required to undertake additional studies in order to meet professional body requirements. Students must also comply with CPA Australia and ICAA policy on conceded and terminal passes).

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.
2. Your primary major of six units will provide the overall direction for your future career path.
3. Your second area of study of six units will hone your career decision.\*
  - Maximise your career options with an added breadth of knowledge by completing another of the business majors
  - Add a depth of knowledge in your area of interest with further study within your primary business major
  - Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.
4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

\*The Electronic Business major can only be studied in combination with another business major (ie there are no extended majors in Electronic Business and this major can not be taken with a business or interfaculty specialisation).

### **Deferment**

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

Non-year 12 students may also request to defer their QTAC

offer on the basis of demonstrated special circumstances.

Find out more on deferment.

**Full-Time Course Structure**

**Year 1, Semester 1**

- BSB111 Business Law and Ethics
- BSB119 International and Electronic Business
- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 1, Semester 2**

- BSB110 Accounting
- BSB113 Economics
- BSB114 Government, Business and Society
- BSB115 Management, People and Organisations

**Year 2, Semester 1**

- BSB212 Electronic Business Applications
- ITB233 Enterprise Systems Applications  
Double major unit  
Double major unit

**Year 2, Semester 2**

- ITB823 Web Sites For Electronic Commerce
- BSB213 Governance Issues in E-Business  
Double major unit  
Elective unit

**Year 3, Semester 1**

- BSB314 E-Business Intelligence  
Double major unit  
Double major unit  
Elective unit

**Year 3, Semester 2**

- ITB239 Enterprise Data Mining  
Double major unit  
Elective unit  
Elective unit

**Part-Time Course Structure**

**Year 1, Semester 1**

- BSB111 Business Law and Ethics
- BSB119 International and Electronic Business

**Year 1, Semester 2**

- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 2, Semester 1**

- BSB110 Accounting
- BSB113 Economics

**Year 2, Semester 2**

- BSB114 Government, Business and Society
- BSB115 Management, People and Organisations

**Year 3, Semester 1**

- BSB212 Electronic Business Applications  
Double major unit

**Year 3, Semester 2**

- BSB213 Governance Issues in E-Business  
Elective unit

**Year 4, Semester 1**

- ITB233 Enterprise Systems Applications  
Double major unit

**Year 4, Semester 2**

- Double Major unit
- Elective unit

**Year 5, Semester 1**

- BSB314 E-Business Intelligence  
Double major unit

**Year 5, Semester 2**

- ITB823 Web Sites For Electronic Commerce  
Double major unit

**Year 6, Semester 1**

- Double major unit
- Elective unit

**Year 6, Semester 2**

- ITB239 Enterprise Data Mining  
Elective unit

**Potential Careers:**

Computer Salesperson/Marketer, Database Manager, Electronic Commerce Developer, Information Officer, Internet Professional, Manager, Network Administrator, Network Manager, Systems Analyst, Systems Manager, Technical Officer.

## **Bachelor of Business (Human Resource Management) (BS56)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007: \$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: 413021; Dfee: 413026. Carseldine campus: 443671; Dfee: 443676

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Dr Paul Barnes

**Campus:** Gardens Point and Carseldine

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Accountancy, Advertising, Banking and Finance, Economics, Electronic Business, International Business, Management, Marketing, and Public Relations.

### **Professional Recognition**

Students completing the Bachelor of Business majoring in Human Resource Management meet the academic requirements for membership of the Australian Human

Resources Institute, the Australian Institute of Management and the Australian Institute of Training and Development. In addition, students undertaking both units MGB331 Training and Development and MGB325 Advanced Practice in Training and Development may be eligible for the National Units of Competency Certificate.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.
2. Your primary major of six units will provide the overall direction for your future career path.
3. Your second area of study of six units will hone your career decision.
  - Maximise your career options with an added breadth of knowledge by completing another of the business majors
  - Add a depth of knowledge in your area of interest with further study within your primary business major
  - Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.
4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

### **Deferment**

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

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

Find out more on deferment.

### **Full-Time Extended Major in Human Resource Management**

#### **Year 1, Semester1**

- |        |                                       |
|--------|---------------------------------------|
| BSB115 | Management, People and Organisations  |
| BSB119 | International and Electronic Business |



## BUSINESS

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

### Year 1, Semester 2

BSB114 Government, Business and Society  
MGB207 Human Resource Issues and Strategy  
MGB220 Management Research Methods  
MGB211 Organisational Behaviour

### Year 2, Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics  
MGB221 Performance and Reward  
MGB315 Personal and Professional Development

### Year 2, Semester 2

BSB113 Economics  
MGB331 Training and Development  
MGB320 Recruitment and Selection  
Elective unit

### Year 3, Semester 1

MGB201 The Legal Context of Employment Relations  
HRM Option Unit  
Elective unit  
Elective unit

### Year 3, Semester 2

MGB305 Human Resource Management Strategy and Policy  
MGB314 Organisational Consulting and Change  
HRM Option Unit  
Elective unit

### HRM Option Unit List:

Choose 2 of the following:

MGB209 Occupational Health and Safety Management  
MGB224 Australian Industrial Relations  
MGB304 Human Resource Information Management  
MGB325 Advanced Practice in Training and Development  
MGB338 Human Resource Management Workplace Learning

### Full-Time Course Structure

#### Year 1 Semester 1

BSB115 Management, People and Organisations  
BSB119 International and Electronic Business  
BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

#### Year 1 Semester 2

BSB114 Government, Business and Society  
MGB207 Human Resource Issues and Strategy  
MGB220 Management Research Methods  
MGB211 Organisational Behaviour

#### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics  
BSB113 Economics  
MGB221 Performance and Reward

#### Year 2 Semester 2

MGB320 Recruitment and Selection  
MGB331 Training and Development  
Double Major/Extended Major/Specialisation unit  
Double Major/Extended Major/Specialisation unit

#### Year 3 Semester 1

Double Major/Extended Major/Specialisation unit  
Double Major/Extended Major/Specialisation unit  
Elective unit  
Elective unit

#### Year 3 Semester 2

Double Major/Extended Major/Specialisation unit  
Double Major/Extended Major/Specialisation unit  
Elective unit  
Elective unit

The unit MGB220 Management Research Methods and AMB201 Market and Audience Research are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

### Part-Time Course Structure

#### Year 1, Semester 1

BSB113 Economics  
BSB114 Government, Business and Society

#### Year 1, Semester 2

BSB122 Quantitative Analysis and Finance  
BSB115 Management, People and Organisations

#### Year 2, Semester 1

## BUSINESS

MGB220	Management Research Methods
MGB211	Organisational Behaviour

### Year 2, Semester 2

BSB119	International and Electronic Business
MGB207	Human Resource Issues and Strategy

### Year 3, Semester 1

BSB110	Accounting
MGB221	Performance and Reward

### Year 3, Semester 2

BSB126	Marketing
MGB320	Recruitment and Selection

### Year 4, Semester 1

BSB111	Business Law and Ethics
	Double Major/Extended Major/Specialisation Unit

### Year 4, Semester 2

MGB331	Training and Development
	Elective unit

### Year 5, Semester 1

Double Major/Extended Major/Specialisation unit  
 Double Major/Extended Major/Specialisation unit

### Year 5, Semester 2

Double Major/Extended Major/Specialisation unit  
 Elective unit

### Year 6, Semester 1

Double Major/Extended Major/Specialisation Unit  
 Elective unit

### Year 6, Semester 2

Double Major/Extended Major/Specialisation unit  
 Elective unit

The unit MGB220 Management Research Methods and AMB201 Market and Audience Research are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From semester 2, 2003 students who complete both AMB201 & MGB220 will be required to undertake an approved substitute unit to satisfy course requirements.

### Human Resource Management with Human Resource Management Extended Major

### Year 1, Semester 1

BSB115	Management, People and Organisations
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance
BSB126	Marketing

### Year 1, Semester 2

BSB114	Government, Business and Society
MGB207	Human Resource Issues and Strategy
MGB220	Management Research Methods
MGB211	Organisational Behaviour

### Year 2, Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics
MGB221	Performance and Reward
MGB315	Personal and Professional Development

### Year 2, Semester 2

BSB113	Economics
MGB320	Recruitment and Selection
MGB331	Training and Development
	Elective unit

### Year 3, Semester 1

MGB201	The Legal Context of Employment Relations
	HRM Option Unit
	Elective unit
	Elective unit

### Year 3, Semester 2

MGB305	Human Resource Management Strategy and Policy
MGB314	Organisational Consulting and Change
	HRM Option Unit
	Elective unit

### Human Resource Management Option List:

Choose two of the following:

MGB209	Occupational Health and Safety Management
MGB304	Human Resource Information Management
MGB224	Australian Industrial Relations
MGB325	Advanced Practice in Training and Development
MGB338	Human Resource Management Workplace Learning

### Human Resource Management with Human Resource Management Extended Major

### Year 1, Semester 1

BSB115	Management, People and Organisations
--------	--------------------------------------

BSB119 International and Electronic Business

Development

**Year 1, Semester 2**

BSB126 Marketing

BSB122 Quantitative Analysis and Finance

MGB338 Human Resource Management Workplace Learning

**Potential Careers:**

Administrator, Government Officer, Human Resource Developer, Human Resource Manager, Manager.

**Year 2, Semester 1**

MGB220 Management Research Methods

MGB207 Human Resource Issues and Strategy

**Year 2, Semester 2**

BSB114 Government, Business and Society

MGB211 Organisational Behaviour

**Year 3, Semester 1**

BSB111 Business Law and Ethics

MGB221 Performance and Reward

**Year 3, Semester 2**

BSB110 Accounting

MGB315 Personal and Professional Development

**Year 4, Semester 1**

BSB113 Economics

MGB201 The Legal Context of Employment Relations

**Year 4, Semester 2**

MGB320 Recruitment and Selection

Elective unit

**Year 5, Semester 1**

HRM Option Unit

Elective unit

**Year 5, Semester 2**

MGB331 Training and Development

Elective unit

**Year 6, Semester 1**

MGB314 Organisational Consulting and Change

Elective unit

**Year 6, Semester 2**

MGB305 Human Resource Management Strategy and Policy

HRM Option Unit

**HRM Option Unit List**

Choose two of the following:

MGB209 Occupational Health and Safety Management

MGB224 Australian Industrial Relations

MGB304 Human Resource Information Management

MGB325 Advanced Practice in Training and

## **Bachelor of Business (International Business) (BS56)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: 413021; Dfee: 413026. Carseldine campus: 443671; Dfee: 443676

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Simon Ridings

**Campus:** Gardens Point and Carseldine

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Accountancy, Advertising, Banking and Finance, Economics, Electronic Business, Human Resource Management, Management, Marketing, and Public Relations.

### **Professional Recognition**

Students completing the Bachelor of Business majoring in International Business may meet the requirements of the

Australian Institute of Export.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.
2. Your primary major of six units will provide the overall direction for your future career path.
3. Your second area of study of six units will hone your career decision.
  - Maximise your career options with an added breadth of knowledge by completing another of the business majors
  - Add a depth of knowledge in your area of interest with further study within your primary business major
  - Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.
4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

### **Languages Option**

The course structure for both full-time and part-time International Business students varies depending on whether languages are selected as an option. Alternative course structures are included: one outlines the course structure if no languages are taken, the other outlines the structure for those who wish to undertake a language specialisation. If languages are taken as a specialisation, language units should commence in the first semester of the first year to maintain continuity from earlier pre-QUT language studies. All language units must normally be taken in the same language. International students must take a language that is not their native tongue.

### **Deferment**

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

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

Find out more on deferment.

**Full-Time Course Structure**

**Year 1, Semester 1**

- BSB113 Economics
- BSB115 Management, People and Organisations
- BSB119 International and Electronic Business
- BSB126 Marketing

**Year 1, Semester 2**

- BSB114 Government, Business and Society
- BSB122 Quantitative Analysis and Finance
- IBB202 Fundamentals of International Finance
- IBB213 International Marketing

**Year 2, Semester 1**

- BSB110 Accounting
- BSB111 Business Law and Ethics
- IBB210 Export Management  
Area Study 1

**Year 2, Semester 2**

- Area Study 2
- Double Major/Extended Major/ Specialisation unit
- Double Major/Extended Major/ Specialisation unit
- Elective unit

**Year 3, Semester 1**

- Double Major/Extended Major/ Specialisation unit
- Double Major/Extended Major/ Specialisation unit
- Double Major/Extended Major/ Specialisation unit
- Elective unit

**Year 3, Semester 2**

- IBB300 International Business Strategy  
Double Major/Extended Major/ Specialisation unit
- Elective unit
- Elective unit

**Area Study Options:**

Students must complete one of the following pairs of area study units:

- IBB208 European Business Development
- IBB308 Contemporary Business in Europe
- Or
- IBB217 Asian Business Development
- IBB317 Contemporary Business in Asia

**Part-Time Course Structure**

**Year 1, Semester 1**

- BSB114 Government, Business and Society
- BSB119 International and Electronic Business

**Year 1, Semester 2**

- BSB110 Accounting
- BSB115 Management, People and Organisations

**Year 2, Semester 1**

- BSB113 Economics
- BSB126 Marketing

**Year 2, Semester 2**

- IBB202 Fundamentals of International Finance
- IBB213 International Marketing

**Year 3, Semester 1**

- IBB210 Export Management  
Double Major/Extended Major/Specialisation unit

**Year 3, Semester 2**

- BSB111 Business Law and Ethics  
Double Major/Extended Major/Specialisation unit

**Year 4, Semester 1**

- BSB122 Quantitative Analysis and Finance  
Double Major/Extended Major/Specialisation unit

**Year 4, Semester 2**

- IBB300 International Business Strategy  
Double Major/Extended Major/Specialisation unit

**Year 5, Semester 1**

- Area Study 1
- Double Major/Extended Major/Specialisation unit

**Year 5, Semester 2**

- Area Study 2
- Elective unit

**Year 6, Semester 1**

- Double Major/Extended Major/Specialisation unit
- Elective unit

**Year 6, Semester 2**

- Elective unit
- Elective unit

## BUSINESS

### Area Study Options:

Students must select one of the following pairs of area study units:

IBB208 European Business Development

IBB308 Contemporary Business in Europe

OR

IBB217 Asian Business Development

IBB317 Contemporary Business in Asia

### International Business with International Business Extended Major

#### Year 1, Semester 1

BSB113 Economics

BSB115 Management, People and Organisations

BSB119 International and Electronic Business

BSB126 Marketing

#### Year 1, Semester 2

BSB114 Government, Business and Society

BSB122 Quantitative Analysis and Finance

IBB202 Fundamentals of International Finance

IBB213 International Marketing

#### Year 2, Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

IBB210 Export Management

Area Study 1

#### Year 2, Semester 2

IBB311 Globalisation and Theoretical Perspectives on Internationalisation

Area Study 2

International Business Extended Major unit

Elective unit

#### Year 3, Semester 1

IBB304 Global Industry Analysis

International Business Extended Major unit

International Business Extended Major unit

Elective unit

#### Year 3, Semester 2

IBB300 International Business Strategy

International Business Extended Major unit

Elective unit

Elective unit

#### Extended Major Units

Four of the following units must be selected including one level 3 unit (IBB3xx).

IBB101	Business in Australia
IBB205	Cross-Cultural Communication and Negotiation
IBB223	Emerging Technologies and International Business
IBB231	Business Study Tour to China
IBB232	Business Study Tour to India
IBB301	Institutional Development & Business Dynamics
IBB303	International Logistics
IBB306	Risk Management in International Business
IBB312	Special Topic - International Business

### Area Study Options

Students must complete one of the following pairs of area study units:

IBB208 European Business Development

IBB308 Contemporary Business in Europe

OR

IBB217 Asian Business Development

IBB317 Contemporary Business in Asia

### International Business with Language Specialisation

#### Year 1, Semester 1

BSB113 Economics

BSB119 International and Electronic Business

BSB126 Marketing

Language 1

#### Year 1, Semester 2

BSB115 Management, People and Organisations

IBB210 Export Management

IBB213 International Marketing

Language 2

#### Year 2, Semester 1

BSB111 Business Law and Ethics

BSB114 Government, Business and Society

Area Study 1

Language 3

#### Year 2, Semester 2

BSB110 Accounting

BSB122 Quantitative Analysis and Finance

Area Study 2

Language 4

#### Year 3, Semester 1

IBB202 Fundamentals of International Finance

Elective unit

Elective unit

PLUS ONE OF THE FOLLOWING:

## BUSINESS

	Language 5
	OR
IBB205	Cross-Cultural Communication and Negotiation

### Year 3, Semester 2

IBB300	International Business Strategy
	Elective unit
	Elective unit
	PLUS ONE OF THE FOLLOWING:
	Language 6
	OR
	International Business Elective unit (IBB2xx or IBB3xx)

### Area Study Options

Students must complete one of the following pairs of area study units:

IBB208	European Business Development
IBB308	Contemporary Business in Europe
	OR
IBB217	Asian Business Development
IBB317	Contemporary Business in Asia

### International Business with International Business Extended Major

#### Year 1, Semester 1

BSB114	Government, Business and Society
BSB119	International and Electronic Business

#### Year 1, Semester 2

BSB110	Accounting
BSB115	Management, People and Organisations

#### Year 2, Semester 1

BSB113	Economics
BSB126	Marketing

#### Year 2, Semester 2

IBB202	Fundamentals of International Finance
IBB213	International Marketing

#### Year 3, Semester 1

IBB210	Export Management
	International Business Extended Major unit

#### Year 3, Semester 2

BSB111	Business Law and Ethics
	International Business Extended Major unit

#### Year 4, Semester 1

BSB122	Quantitative Analysis and Finance
IBB304	Global Industry Analysis

#### Year 4, Semester 2

IBB300	International Business Strategy
IBB311	Globalisation and Theoretical Perspectives on Internationalisation

#### Year 5, Semester 1

Area Study 1
International Business Extended Major unit

#### Year 5, Semester 2

Area Study 2
Elective unit

#### Year 6, Semester 1

International Business Extended Major unit
Elective unit

#### Year 6, Semester 2

Elective unit
Elective unit

### Extended Major Units

Four of the following units must be selected including one level 3 unit (IBB3xx)

IBB101	Business in Australia
IBB205	Cross-Cultural Communication and Negotiation
IBB223	Emerging Technologies and International Business
IBB231	Business Study Tour to China
IBB232	Business Study Tour to India
IBB301	Institutional Development & Business Dynamics
IBB303	International Logistics
IBB306	Risk Management in International Business
IBB312	Special Topic - International Business

### Area Study Options

Students must complete one of the following pairs of area study units:

IBB208	European Business Development
IBB308	Contemporary Business in Europe
	OR
IBB217	Asian Business Development
IBB317	Contemporary Business in Asia

### International Business with Language Specialisation

#### Year 1, Semester 1

BSB119	International and Electronic Business
	Language 1

#### Year 1, Semester 2

BSB115	Management, People and Organisations
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Language 2

OR

**Year 2, Semester 1**

BSB126 Marketing

Language 3

IBB217 Asian Business Development

IBB317 Contemporary Business in Asia

**Year 2, Semester 2**

BSB113 Economics

Language 4

**International Business with International Business Extended Major**

**Year 1, Semester 1**

BSB113 Economics

BSB115 Management, People and Organisations

BSB119 International and Electronic Business

BSB126 Marketing

**Year 3, Semester 1**

BSB122 Quantitative Analysis and Finance

PLUS ONE OF THE FOLLOWING:

Language 5

OR

IBB205 Cross-Cultural Communication and Negotiation

**Year 1, Semester 2**

BSB114 Government, Business and Society

BSB122 Quantitative Analysis and Finance

IBB202 Fundamentals of International Finance

IBB213 International Marketing

**Year 3, Semester 2**

BSB114 Government, Business and Society

IBB213 International Marketing

**Year 4, Semester 1**

BSB111 Business Law and Ethics

Elective unit

**Year 2, Semester 1**

BSB110 Accounting

BSB111 Business Law and Ethics

IBB210 Export Management

Area Study 1\*

**Year 4, Semester 2**

IBB202 Fundamentals of International Finance

PLUS ONE OF THE FOLLOWING:

Language 6

OR

International Business Unit (IBB2xx, IBB3xx)

**Year 2, Semester 2**

IBB311 Globalisation and Theoretical Perspectives on Internationalisation

IBB205 Cross-Cultural Communication and Negotiation

Area Study 2\*

Elective unit

**Year 5, Semester 1**

IBB210 Export Management

Area Study 1

**Year 3, Semester 1**

IBB304 Global Industry Analysis

International Business Extended Major unit

Elective unit

Elective unit

**Year 5, Semester 2**

IBB300 International Business Strategy

Area Study 2

**Year 3, Semester 2**

IBB300 International Business Strategy

IBB303 International Logistics

International Business Extended Major unit

Elective unit

**Year 6, Semester 1**

BSB110 Accounting

Elective unit

**Year 6, Semester 2**

Elective unit

Elective unit

**Area Study Options**

Students must complete one of the following pairs of area study units:

IBB208 European Business Development

IBB308 Contemporary Business in Europe

**Area Study Options**

\*Students must complete one of the following pairs of area study units:

IBB208 European Business Development

IBB308 Contemporary Business in Europe

OR

IBB217 Asian Business Development

IBB317 Contemporary Business in Asia



# BUSINESS

## Extended Major Units

Two of the following units must be selected.

AMB230	Internet Promotion
AYB227	International Accounting
IBB101	Business in Australia
IBB312	Special Topic - International Business
MGB216	Managing Technological Innovation in Global Business
	Or Two Language units

## International Business with International Business Extended Major

### Year 1, Semester 1

BSB114	Government, Business and Society
BSB119	International and Electronic Business

### Year 1, Semester 2

BSB110	Accounting
BSB115	Management, People and Organisations

### Year 2, Semester 1

BSB113	Economics
BSB126	Marketing

### Year 2, Semester 2

IBB202	Fundamentals of International Finance
IBB213	International Marketing

### Year 3, Semester 1

IBB210	Export Management
	Elective unit

### Year 3, Semester 2

BSB111	Business Law and Ethics
IBB205	Cross-Cultural Communication and Negotiation

### Year 4, Semester 1

BSB122	Quantitative Analysis and Finance
IBB304	Global Industry Analysis

### Year 4, Semester 2

IBB300	International Business Strategy
IBB311	Globalisation and Theoretical Perspectives on Internationalisation

### Year 5, Semester 1

Area Study 1\*  
International Business Extended Major unit

### Year 5, Semester 2

IBB303	International Logistics
	Area Study 2*

## Year 6, Semester 1

Elective unit  
Elective unit

## Year 6, Semester 2

International Business Extended Major unit  
Elective unit

## Area Study Options

\*Students must complete one of the following pairs of area study units:

IBB208	European Business Development
IBB308	Contemporary Business in Europe
	OR
IBB217	Asian Business Development
IBB317	Contemporary Business in Asia

## Extended Major Units

Two of the following units must be selected.

AMB230	Internet Promotion
AYB227	International Accounting
IBB101	Business in Australia
IBB312	Special Topic - International Business
MGB216	Managing Technological Innovation in Global Business
	Or Two Language units

## Potential Careers:

Business Analyst, International Business Specialist.

## Bachelor of Business (Management) (BS56)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 Years

**Course duration (part-time):** 6 Years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: CSP: 413021; Dfee: 413026. Carseldine campus: CSP: 443671; Dfee: 443676. Caboolture campus: CSP: 463021; Dfee: 463026

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68. Caboolture campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15. Caboolture campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Dr Paul Barnes

**Campus:** Gardens Point, Carseldine and Caboolture

### BS56 Course Notes

See BS56 Course Notes entry for information about the course design and definitions.

### Carseldine campus

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### Other Majors

See also separate entries for the following majors in this course: Accountancy, Advertising, Banking and Finance, Economics, Electronic Business, Human Resource Management, International Business, Marketing, and Public Relations.

### Professional Recognition

Students completing the Bachelor of Business majoring in Management meet the requirements for membership of the Australian Institute of Management.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

### Course Structure

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.
2. Your primary major of six units will provide the overall direction for your future career path.
3. Your second area of study of six units will hone your career decision.
  - Maximise your career options with an added breadth of knowledge by completing another of the business majors
  - Add a depth of knowledge in your area of interest with further study within your primary business major
  - Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.
4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

### Deferment

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

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

Find out more on deferment.

### Full-Time Course structure

#### Year 1, Semester 1

BSB115	Management, People and Organisations
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance
BSB126	Marketing

**Year 1, Semester 2**

BSB113 Economics  
 BSB114 Government, Business and Society  
 MGB220 Management Research Methods  
 MGB222 Managing Organisations

**Year 2, Semester 1**

MGB210 Production and Service Management  
 MGB211 Organisational Behaviour  
 Double Major/Extended Major/Specialisation unit  
 Elective unit

**Year 2, Semester 2**

BSB110 Accounting  
 MGB334 Managing in a Changing Environment  
 Double Major/Extended Major/Specialisation unit  
 Elective unit

**Year 3, Semester 1**

Double Major/Extended Major/Specialisation unit  
 Double Major/Extended Major/Specialisation unit  
 Double Major/Extended Major/Specialisation unit  
 Elective unit

**Year 3, Semester 2**

BSB111 Business Law and Ethics  
 MGB309 Strategic Management  
 Double Major/Extended Major/Specialisation unit  
 Elective unit

The unit MGB220 Management Research Methods and AMB201 Market and Audience Research are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

**Part-Time Course Structure**

**Year 1, Semester 1**

BSB113 Economics  
 BSB114 Government, Business and Society

**Year 1, Semester 2**

BSB115 Management, People and Organisations  
 BSB122 Quantitative Analysis and Finance

**Year 2, Semester 1**

MGB220 Management Research Methods  
 MGB222 Managing Organisations

**Year 2, Semester 2**

BSB119 International and Electronic Business  
 MGB211 Organisational Behaviour

**Year 3, Semester 1**

BSB110 Accounting  
 Double Major/Extended Major/Specialisation unit

**Year 3, Semester 2**

BSB126 Marketing  
 MGB210 Production and Service Management

**Year 4, Semester 1**

BSB111 Business Law and Ethics  
 MGB334 Managing in a Changing Environment

**Year 4, Semester 2**

Double Major/Extended Major/Specialisation unit  
 Elective unit

**Year 5, Semester 1**

Double Major/Extended Major/Specialisation unit  
 Double Major/Extended Major/Specialisation unit

**Year 5, Semester 2**

Double Major/Extended Major/Specialisation unit  
 Elective unit

**Year 6, Semester 1**

MGB309 Strategic Management  
 Double Major/Extended Major/Specialisation unit

**Year 6, Semester 2**

Elective unit  
 Elective unit

The unit MGB220 Management Research Methods and AMB201 Market and Audience Research are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From semester 2, 2003 students who complete both AMB201 & MGB220 will be required to undertake an approved substitute unit to satisfy course requirements.

**Potential Careers:**

Administrator, Government Officer, Manager.

## **Bachelor of Business (Marketing) (BS56)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to change*) (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: CSP: 413021; Dfee: 413026. Carseldine campus: CSP: 443671; Dfee: 443676. Caboolture campus: CSP: 463021; Dfee: 463026

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68. Caboolture campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15. Caboolture campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Mathematics A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point, Carseldine and Caboolture

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Accountancy, Advertising, Banking and Finance,

Economics, Electronic Business, Human Resource Management, International Business, Management, and Public Relations.

### **Professional Recognition**

Students completing the Bachelor of Business majoring in Marketing may meet the requirements for membership of Australian Marketing Institute, the Market Research Society of Australia, the Australian Institute of Management and the American Marketing Association.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.
2. Your primary major of six units will provide the overall direction for your future career path.
3. Your second area of study of six units will hone your career decision.
  - Maximise your career options with an added breadth of knowledge by completing another of the business majors
  - Add a depth of knowledge in your area of interest with further study within your primary business major
  - Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.
4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

### **Deferment**

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

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

Find out more on deferment.

### **Full-Time Course Structure**

Year 1, Semester 1

## BUSINESS

BSB114	Government, Business and Society
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance
BSB126	Marketing

### Year 1, Semester 2

AMB200	Consumer Behaviour
AMB240	Marketing Planning and Management
BSB115	Management, People and Organisations Double Major/Extended Major/Specialisation unit

### Year 2, Semester 1

AMB201	Marketing and Audience Research
BSB110	Accounting Double Major/Extended Major/Specialisation unit Double Major/Extended Major/Specialisation unit

### Year 2, Semester 2

AMB241	E-Marketing Strategies
BSB111	Business Law and Ethics
BSB113	Economics Double Major/Extended Major/Specialisation unit

### Year 3, Semester 1

AMB340	Services Marketing Double Major/Extended Major/Specialisation unit Elective unit Elective unit
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### Year 3, Semester 2

AMB341	Strategic Marketing Double Major/Extended Major/Specialisation unit Elective unit Elective unit  The unit MGB220 Management Research Methods and AMB201 Market and Audience Research are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.
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### Part-Time Course Structure

#### Year 1, Semester 1

BSB122	Quantitative Analysis and Finance
BSB126	Marketing

#### Year 1, Semester 2

BSB114	Government, Business and Society
BSB119	International and Electronic Business

#### Year 2, Semester 1

AMB200	Consumer Behaviour
AMB240	Marketing Planning and Management

#### Year 2, Semester 2

BSB115	Management, People and Organisations Double Major/Extended Major/Specialisation unit
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#### Year 3, Semester 1

BSB110	Accounting Double Major/Extended Major/Specialisation unit
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#### Year 3, Semester 2

AMB201	Marketing and Audience Research Double Major/Extended Major/Specialisation unit
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#### Year 4, Semester 1

AMB241	E-Marketing Strategies
BSB111	Business Law and Ethics

#### Year 4, Semester 2

AMB340	Services Marketing
BSB113	Economics

#### Year 5, Semester 1

AMB341	Strategic Marketing Double Major/Extended Major/Specialisation unit
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#### Year 5, Semester 2

Double Major/Extended Major/Specialisation unit
Elective unit

#### Year 6, Semester 1

Double Major/Extended Major/Specialisation unit
Elective unit

#### Year 6, Semester 2

Elective unit
Elective unit

The unit MGB220 Management Research Methods and AMB201 Market and Audience Research are incompatible units. Students undertaking Management or HRM as a double major should contact the school for enrolment advice. From semester 2, 2003 students who complete both AMB201 & MGB220 will be

required to undertake an approved substitute unit to satisfy course requirements.

**Marketing with Marketing Extended Major**

**Year 1, Semester 1**

- BSB114 Government, Business and Society
- BSB119 International and Electronic Business
- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 1, Semester 2**

- AMB200 Consumer Behaviour
- AMB240 Marketing Planning and Management
- BSB115 Management, People and Organisations  
Marketing Extended Major unit

**Year 2, Semester 1**

- AMB201 Marketing and Audience Research
- BSB110 Accounting  
Marketing Extended Major unit  
Marketing Extended Major unit

**Year 2, Semester 2**

- AMB241 E-Marketing Strategies
- BSB111 Business Law and Ethics
- BSB113 Economics  
Marketing Extended Major unit

**Year 3, Semester 1**

- AMB340 Services Marketing  
Marketing Extended Major unit  
Elective unit  
Elective unit

**Year 3, Semester 2**

- AMB341 Strategic Marketing  
Marketing Extended Major unit  
Elective unit  
Elective unit

**Marketing Extended Major Units**

Students are required to select six units from the following, including two level 3 units:

- AMB202 Integrated Marketing Communication
- AMB220 Advertising Theory and Practice
- AMB250 Business to Business Marketing
- AMB251 Innovation and Market Development
- AMB260 Public Relations Theory and Practice
- AMB310 Internship
- AMB350 Sales and Customer Relationship Management
- AMB351 Tourism Marketing

- AMB352 Marketing Decision Making
- AMB353 Retail Marketing
- AMB354 Events Marketing
- IBB213 International Marketing

**Marketing with Marketing Extended Major**

**Year 1, Semester 1**

- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 1, Semester 2**

- BSB114 Government, Business and Society
- BSB119 International and Electronic Business

**Year 2, Semester 1**

- AMB200 Consumer Behaviour
- AMB240 Marketing Planning and Management

**Year 2, Semester 2**

- BSB115 Management, People and Organisations  
Marketing Extended Major unit

**Year 3, Semester 1**

- BSB110 Accounting  
Marketing Extended Major unit

**Year 3, Semester 2**

- AMB201 Marketing and Audience Research  
Marketing Extended Major unit

**Year 4, Semester 1**

- AMB241 E-Marketing Strategies
- BSB111 Business Law and Ethics

**Year 4, Semester 2**

- AMB340 Services Marketing
- BSB113 Economics

**Year 5, Semester 1**

- AMB341 Strategic Marketing  
Marketing Extended Major unit

**Year 5, Semester 2**

- Marketing Extended Major unit
- Elective unit

**Year 6, Semester 1**

- Marketing Extended Major unit
- Elective unit

**Marketing Extended Major Units**

Students are required to select six units from the following, including two level 3 units:

AMB202	Integrated Marketing Communication
AMB220	Advertising Theory and Practice
AMB250	Business to Business Marketing
AMB251	Innovation and Market Development
AMB260	Public Relations Theory and Practice
AMB310	Internship
AMB350	Sales and Customer Relationship Management
AMB351	Tourism Marketing
AMB352	Marketing Decision Making
AMB353	Retail Marketing
AMB354	Events Marketing
IBB213	International Marketing

### Year 6, Semester 2

Elective unit

Elective unit

### Potential Careers:

Account Executive, Computer Salesperson/Marketer, Creative Writer, Government Officer, Market Research Manager, Marketing Officer/Manager, Organisational Communication Specialist, Publishing Professional, Sales Person.



## **Bachelor of Business (Public Relations) (BS56)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003491G

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February, July and November\* (\*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** Gardens Point campus: 413021; Dfee: 413026. Carseldine campus: 443671; Dfee: 443676

**Past rank cut-off:** Gardens Point campus: 75; Dfee: 70. Carseldine campus: 68; Dfee: 68

**Past OP cut-off:** Gardens Point campus: 12; Dfee: 14. Carseldine campus: 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Ms Robina Xavier

**Campus:** Gardens Point and Carseldine

### **BS56 Course Notes**

See BS56 Course Notes entry for information about the course design and definitions.

### **Carseldine campus**

At the completion of this first year, students will transfer to Gardens Point campus to complete their business degree. Management and Marketing can instead choose to apply to change to Caboolture.

For further information about the first-year program, see BS56 Bachelor of Business Carseldine First Year entry. For information on Caboolture, see BS58 Bachelor of Business entry.

### **Other Majors**

See also separate entries for the following majors in this course: Accountancy, Advertising, Banking and Finance, Economics, Electronic Business, Human Resource Management, International Business, Management, and Marketing.

### **Professional Recognition**

Students completing the Bachelor of Business majoring in Public Relations meet requirements for membership to the

Public Relations Institute of Australia.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations. The four distinct components within the degree give over 140 combinations of majors and specialisations.

1. Eight Faculty core units give you a broad-based introduction to business principles.
2. Your primary major of six units will provide the overall direction for your future career path.
3. Your second area of study of six units will hone your career decision.
  - Maximise your career options with an added breadth of knowledge by completing another of the business majors
  - Add a depth of knowledge in your area of interest with further study within your primary business major
  - Or add a flavour or emphasis to your business degree with study in another of our business areas, or a foreign language.
4. Four elective units can be chosen from any degree course at QUT. You can consider taking an approved university Minor from business or another faculty.

### **Deferment**

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

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

Find out more on deferment.

### **Full-Time Course Structure**

#### **Year 1, Semester 1**

BSB114	Government, Business and Society
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance
BSB126	Marketing

#### **Year 1, Semester 2**

AMB260	Public Relations Theory and Practice
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BSB115 Management, People and Organisations unit  
 Double Major/Extended Major/Specialisation unit  
 Double Major/Extended Major/Specialisation unit

unit

**Year 2, Semester 2**

AMB261 Media Relations and Publicity  
 BSB115 Management, People and Organisations

**Year 2, Semester 1**

AMB201 Marketing and Audience Research  
 AMB261 Media Relations and Publicity  
 BSB110 Accounting  
 Double Major/Extended Major/Specialisation unit

**Year 3, Semester 1**

BSB110 Accounting  
 Double Major/Extended Major/Specialisation unit

**Year 3, Semester 2**

AMB201 Marketing and Audience Research  
 Double Major/Extended Major/Specialisation unit

**Year 2, Semester 2**

AMB262 Public Relations Writing  
 BSB111 Business Law and Ethics  
 BSB113 Economics  
 Double Major/Extended Major/Specialisation unit

**Year 4, Semester 1**

AMB262 Public Relations Writing  
 BSB111 Business Law and Ethics

**Year 3, Semester 1**

AMB360 Corporate Communication Management  
 Double Major/Extended Major/Specialisation unit  
 Elective unit  
 Elective unit

**Year 4, Semester 2**

AMB360 Corporate Communication Management  
 BSB113 Economics

**Year 5, Semester 1**

AMB361 Public Relations Campaigns  
 Double Major/Extended Major/Specialisation unit

**Year 3, Semester 2**

AMB361 Public Relations Campaigns  
 Double Major/Extended Major/Specialisation unit  
 Elective unit  
 Elective unit

**Year 5, Semester 2**

Double Major/Extended Major/Specialisation unit  
 Elective unit

The unit MGB220 Management Research Methods and AMB201 Market and Audience Research are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

**Year 6 Semester 1**

Double Major/Extended Major/Specialisation unit  
 Elective unit

**Year 6, Semester 2**

Elective unit  
 Elective unit

**Part-Time Course Structure**

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing

**Year 1, Semester 2**

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business

**Year 2, Semester 1**

AMB260 Public Relations Theory and Practice  
 Double Major/Extended Major/Specialisation

The unit MGB220 Management Research Methods and AMB201 Market and Audience Research are incompatible units. Students undertaking Management or HRM as a double major should contact the school for enrolment advice. From semester 2, 2003 students who complete both AMB201 & MGB220 will be required to undertake an approved substitute unit to satisfy course requirements.

**Public Relations with Public Relations Extended Major**

**Year 1 Semester 1**

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business

## BUSINESS

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

### Year 1, Semester 2

AMB260 Public Relations Theory and Practice

BSB115 Management, People and Organisations

Extended Major unit\*

Extended major unit\*

### Year 2, Semester 1

AMB201 Marketing and Audience Research

AMB202 Integrated Marketing Communication

AMB261 Media Relations and Publicity

BSB110 Accounting

### Year 2, Semester 2

AMB262 Public Relations Writing

BSB111 Business Law and Ethics

BSB113 Economics

Extended Major unit\*

### Year 3, Semester 1

AMB360 Corporate Communication Management

AMB370 Public Relations Cases

Elective unit

Elective unit

### Year 3, Semester 2

AMB361 Public Relations Campaigns

AMB371 Corporate Communication Strategies

Elective unit

Elective unit

### Notes

\*Any unit offered by the School of Advertising, Marketing and Public Relations.

### Public Relations with Public Relations Extended Major

#### Year 1, Semester 1

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

#### Year 1, Semester 2

BSB114 Government, Business and Society

BSB119 International and Electronic Business

#### Year 2, Semester 1

AMB202 Integrated Marketing Communication

AMB260 Public Relations Theory and Practice

#### Year 2, Semester 2

AMB261 Media Relations and Publicity

BSB115 Management, People and Organisations

### Year 3, Semester 1

BSB110 Accounting

Extended Major unit\*

### Year 3, Semester 2

AMB201 Marketing and Audience Research

Extended Major unit\*

### Year 4, Semester 1

AMB262 Public Relations Writing

BSB111 Business Law and Ethics

### Year 4, Semester 2

AMB360 Corporate Communication Management

BSB113 Economics

### Year 5, Semester 1

AMB361 Public Relations Campaigns

AMB370 Public Relations Cases

### Year 5, Semester 2

AMB371 Corporate Communication Strategies

Elective unit

### Year 6, Semester 1

Extended Major unit\*

Elective unit

### Year 6, Semester 2

Elective unit

Elective unit

### Notes

\*Any unit offered by the School of Advertising, Marketing and Public Relations.

### Potential Careers:

Government Officer, Information Officer, Journalist, Policy Officer, Public Relations Officer/Consultant, Publishing Professional.

**Bachelor of Business - Carseldine First  
Year Program (BS56)****Year offered:** 2007**Admissions:** Yes**Course duration (full-time):** 3 years**Course duration (part-time):** 6 years**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point  
*(subject to annual review)***Domestic fees (indicative):** 2007: Full fee tuition \$12,480;  
CSP \$6,947**Domestic Entry:** February and July**OP Guarantee:** Yes**Total credit points:** 288**Standard credit points per full-time semester:** 48**Standard credit points per part-time semester:** 24**Course coordinator:** Mr Andrew Paltridge**Campus:** Carseldine**Potential Careers:**

Accountant, Advertising Professional, Banking and Finance Professional, Economist, Human Resource Manager, International Business Specialist, Manager, Marketing Officer/Manager, Public Relations Officer/Consultant.

## **Bachelor of Business - Course Notes (BS56)**

**Year offered:** 2007

**Admissions:** No

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$6,947

### **Course Design**

Students commencing the Bachelor of Business at Carseldine campus must complete 24 units of equal weighting totalling 288 credit points, comprised of:

- (a) eight Faculty Core units (refer to A below)
- (b) one block of six Major Core units (refer to B below)
- (c) one of the following:
  - Double Major (six units); or
  - Extended Major (six units); or
  - Specialisation (six units).
- (d) plus one Prescribed unit and three Elective units.

Students commencing the Bachelor of Business at Gardens Point campus must complete 24 units of equal weighting totalling 288 credit points, comprised of:

- (a) eight Faculty Core units (refer to A below)
- (b) one block of six Major Core units (refer to B below)
- (c) one of the following:
  - Double Major (six units); or
  - Extended Major (six units); or
  - Specialisation (six units).
- (d) plus four Elective units.

The course structures, listed by Primary Major, outline a sequence of unit study and ensures that prerequisite requirements of a unit are satisfied. Please see separate entries in Studyfinder by Major.

#### **(A) FACULTY CORE UNITS**

- BSB110 Accounting
- BSB111 Business Law & Ethics
- BSB113 Economics
- BSB114 Government, Business & Society
- BSB115 Management, People & Organisations
- BSB119 International & Electronic Business
- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

#### **(B) MAJOR CORE UNITS**

##### **Accountancy**

- AYB121 Financial Accounting
- AYB220 Company Accounting
- AYB221 Computerised Accounting Systems
- AYB225 Management Accounting
- AYB301 Auditing
- EFB101 Data Analysis for Business

##### **Advertising**

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory & Practice
- AMB221 Advertising Copywriting

- AMB222 Media Planning
- AMB320 Advertising Management
- AMB321 Advertising Campaigns
- Banking and Finance**
- EFB101 Data Analysis for Business
- EFB102 Economics 2
- EFB201 Financial Markets
- EFB210 Finance 1
- EFB307 Finance 2
- EFB312 International Finance
- Economics**
- EFB101 Data Analysis for Business
- EFB102 Economics 2
- EFB202 Business Cycles & Economic Growth
- EFB211 Firms, Markets & Resources
- EFB314 International Trade & Economic Competitiveness
- EFB329 Contemporary Applications of Economic Theory
- Electronic Business**
- BSB212 Electronic Business Applications
- BSB213 Legal Issues in Electronic Business
- BSB314 E-Business Intelligence
- ITB233 Enterprise Systems Applications
- ITB823 Websites for E-Commerce
- ITB239 Enterprise Data Mining
- Human Resource Management**
- MGB207 Human Resource Issues & Strategy
- MGB211 Organisational Behaviour
- MGB220 Management Research Methods
- MGB221 Performance and Reward
- MGB320 Recruitment and Selection
- MGB331 Training and Development
- International Business**
- IBB202 Business & the World Economy
- IBB210 Export Management
- IBB213 International Marketing
- IBB300 International Business Strategy
- and one of the following pairs of area study units:
  - IBB217 Asian Business Development
  - IBB317 Contemporary Business in Asia
- OR**
- IBB208 European Business Development
- IBB308 Contemporary Business in Europe
- Management**
- MGB210 Production & Service Management
- MGB211 Organisational Behaviour
- MGB220 Management Research Methods
- MGB222 Managing Organisations
- MGB309 Strategic Management
- MGB334 Managing in a Changing Environment
- Marketing**
- AMB200 Consumer Behaviour
- AMB201 Marketing & Audience Research
- AMB240 Marketing Planning & Management
- AMB241 E-Marketing Strategies
- AMB340 Services Marketing
- AMB341 Strategic Marketing
- Public Relations**
- AMB201 Marketing & Audience Research
- AMB260 Public Relations Theory & Practice
- AMB261 Media Relations & Publicity
- AMB262 Public Relations Writing
- AMB360 Corporate Communication Management
- AMB361 Public Relations Campaigns

**(C) SPECIALISATIONS**

Students should note that not all specialisations will be timetabled in every year or semester. Hence, it is important that you confirm that the specialisation in which you are interested is offered. Students are also able to undertake an Interfaculty Specialisations (IFS) with the approval of the Director of Undergraduate Studies. Full details are available from the Faculty of Business Student Enquiries Counter, level 4, Z Block, Gardens Point or on (07) 3864 2050 or via [bus@qut.edu.au](mailto:bus@qut.edu.au)

- Business Law and Tax (BLS) for Business students without an Accountancy Major.

- Financial Economics (FES) for Business students without an Economics or Banking & Finance Major.

- Integrated Marketing Communication (IMS) for Business students with any major.

- Language (LGS) for Business students with any major. Students may study French, German, Indonesian or Japanese, or also seek approval to undertake a different language at another tertiary institution. Students undertaking a language specialisation must complete a minimum of four language units, plus either; two additional language units; or IBB205 Cross Cultural Communication & Negotiation, and one other International Business unit, provided pre-requisite requirements are met.

**Special Requirements**

A full-time student may only enrol in units selected from those contained in the normal course program for semesters 1 and 2 in the first year of study unless in exceptional circumstances, and with the approval of the Executive Dean of Business. Similarly, a part-time student may only select units from those listed for years 1 and 2 in the first two years of study.

A student must enrol for more than one unit in any semester, unless they have the approval of the Executive Dean. Copies of the Undergraduate Guidelines outlining the faculty rules and procedures are available from the Faculty of Business Student Enquiries Counter at Gardens Point in Z407, or Carseldine in C301.

**Definitions**

**Double Major:** a second major core (six units) chosen from (B) above. Six units must be completed for a double major. When a unit is common to both majors, or a unit that is incompatible has already been completed an alternative double major option unit must be substituted. Approval for the substitute unit should be sought from the Major Coordinator.

**Extended Major:** an additional group of six specified units in the same discipline area as the primary major core. A list of possible extended majors are provided with the respective primary major structures.

**Specialisation:** a coherent group of six specified units in a

discipline area. Specialisations for business students may be chosen from a number of areas (refer to C above). Six units must be completed for a specialisation. When a unit is common to the major and specialisation, or when a unit that is incompatible has already been completed an alternative specialisation option unit must be substituted. Approval for the substitute unit should be sought from the Major Coordinator.

**Elective:** a unit of 12 credit points chosen from any degree course at QUT including approved degree level study tours. Electives may also be taken at other recognised universities if the student obtains written approval from the Course Coordinator and the Head of School.

**Prescribed unit:** a 12 credit point unit (HHB116 Applied Skills and Scholarship) that all students commencing at Carseldine campus must undertake to develop their generic study and learning competencies.

## **Bachelor of Business (Management or Marketing) (BS58)**

**Year offered:** 2007

**Admissions:** Yes

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$7,027

**Domestic Entry:** February and July

**QTAC code:** This course is no longer offered.

**Past rank cut-off:** 68; Dfee: 68

**Past OP cut-off:** 15; Dfee: 15

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and for marketing major, Maths A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Management: Prof Robert Waldersee; Marketing: Mr Bill Proud

**Campus:** Caboolture

### **Discontinuation**

From Semester 2, 2007 this course has been recoded to BS56 Bachelor of Business. Therefore, there will be no further intake into this course. However, students who are currently enrolled are able to remain enrolled until the completion of their degree. Students currently enrolled in this course may elect to transfer to the BS56 Bachelor of Business to complete their course. Students who elect to transfer to the new course will be required to undertake a double major and complete a maximum of 4 elective units. From Semester 1, 2012, all students will be enrolled in the new program.

### **Course Structure**

With its flexible course structure, our Bachelor of Business allows you to tailor your studies to suit your own needs and career aspirations.

1. Eight Faculty core units give you a broad-based introduction to business principles.

2. Your primary major of six units will provide the overall direction for your future career path. Business majors available at Caboolture are management and marketing.

3. Your second area of study comprises four units. You can choose a four unit minor in management, marketing, or, exclusive to the Caboolture campus, small business management.

4. Six elective units can be chosen from any degree course at QUT.

This course is offered on a full-time and part-time basis. Part-time students should note that there will be no evening classes offered.

### **Professional Recognition**

Students completing the Bachelor of Business majoring in Management meet the requirements for membership of the Australian Institute of Management.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

Students completing the Bachelor of Business majoring in Marketing may meet the requirements for membership of Australian Marketing Institute, the Market Research Society of Australia, the Australian Institute of Management and the American Marketing Association.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirements for professional membership of the Chartered Secretaries of Australia.

### **Deferment**

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

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

Find out more on deferment.

### **Full-Time Management Major with Marketing Minor Course Structure**

#### **Year 1 Semester 1**

CTB111	Business Law and Ethics
CTB114	Government, Business and Society
CTB119	International and Electronic Business
CTB122	Quantitative Analysis and Finance

#### **Year 1, Semester 2**

CTB110	Accounting
CTB113	Economics
CTB115	Management, People and Organisations
CTB126	Marketing

**Year 2, Semester 1**

CTB201 Marketing and Audience Research  
 CTB232 Managing Organisations  
 CTB240 Marketing Planning and Management  
 Elective unit

**Year 2, Semester 2**

CTB211 Organisational Behaviour  
 CTB234 Production and Service Management  
 CTB200 Consumer Behaviour  
 CTB340 Services Marketing  
 or Elective unit

**Year 3, Semester 1**

Elective unit  
 Elective unit  
 Elective unit  
 Elective unit

**Year 3, Semester 2**

CTB309 Strategic Management  
 CTB334 Managing in a Changing Environment  
 CTB341 Strategic Marketing  
 CTB253 International Marketing  
 or Elective unit

**Full-Time Management with Small Business Management Minor Course structure**

**Year 1, Semester 1**

CTB111 Business Law and Ethics  
 CTB114 Government, Business and Society  
 CTB119 International and Electronic Business  
 CTB122 Quantitative Analysis and Finance

**Year 1, Semester 2**

CTB110 Accounting  
 CTB113 Economics  
 CTB115 Management, People and Organisations  
 CTB126 Marketing

**Year 2, Semester 1**

CTB201 Marketing and Audience Research  
 CTB232 Managing Organisations  
 CTB221 Computerised Accounting Systems  
 Elective unit

**Year 2, Semester 2**

CTB211 Organisational Behaviour  
 CTB234 Production and Service Management  
 Elective unit

Elective unit

**Year 3, Semester 1**

CTB207 Human Resource Issues and Strategy  
 CTB223 Creating New Enterprises  
 Elective unit  
 Elective unit

**Year 3, Semester 2**

CTB309 Strategic Management  
 CTB334 Managing in a Changing Environment  
 CTB290 Finance 1  
 Elective unit

**Part-Time Management Major with Marketing Minor Course Structure**

**Year 1, Semester 1**

CTB111 Business Law and Ethics  
 CTB119 International and Electronic Business

**Year 1, Semester 2**

CTB110 Accounting  
 CTB115 Management, People and Organisations

**Year 2, Semester 1**

CTB114 Government, Business and Society  
 CTB122 Quantitative Analysis and Finance

**Year 2, Semester 2**

CTB113 Economics  
 CTB126 Marketing

**Year 3, Semester 1**

CTB201 Marketing and Audience Research  
 CTB232 Managing Organisations

**Year 3, Semester 2**

CTB309 Strategic Management  
 CTB334 Managing in a Changing Environment

**Year 4, Semester 1**

CTB240 Marketing Planning and Management  
 Elective Unit

**Year 4, Semester 2**

CTB211 Organisational Behaviour  
 CTB234 Production and Service Management

**Year 5, Semester 1**

Elective unit  
 Elective unit

**Year 5, Semester 2**



## BUSINESS

CTB341 Strategic Marketing  
CTB253 International Marketing  
or Elective unit

### Year 6, Semester 1

Elective unit  
Elective unit

### Year 6, Semester 2

CTB200 Consumer Behaviour  
CTB340 Services Marketing  
or Elective unit

### Part-Time Management with Small Business Management Minor Course structure

#### Year 1, Semester 1

CTB111 Business Law and Ethics  
CTB119 International and Electronic Business

#### Year 1, Semester 2

CTB110 Accounting  
CTB115 Management, People and Organisations

#### Year 2, Semester 1

CTB114 Government, Business and Society  
CTB122 Quantitative Analysis and Finance

#### Year 2, Semester 2

CTB113 Economics  
CTB126 Marketing

#### Year 3, Semester 1

CTB201 Marketing and Audience Research  
CTB232 Managing Organisations

#### Year 3, Semester 2

CTB290 Finance 1  
Elective unit

#### Year 4, Semester 1

CTB207 Human Resource Issues and Strategy  
Elective unit

#### Year 4, Semester 2

CTB211 Organisational Behaviour  
CTB234 Production and Service Management

#### Year 5, Semester 1

CTB221 Computerised Accounting Systems  
Elective unit

#### Year 5, Semester 2

CTB309 Strategic Management

CTB334 Managing in a Changing Environment

### Year 6, Semester 1

CTB223 Creating New Enterprises  
Elective unit

### Year 6, Semester 2

Elective unit  
Elective unit

### Full-Time Marketing Major with Management Minor Course structure

#### Year 1, Semester 1

CTB111 Business Law and Ethics  
CTB114 Government, Business and Society  
CTB119 International and Electronic Business  
CTB122 Quantitative Analysis and Finance

#### Year 1, Semester 2

CTB110 Accounting  
CTB113 Economics  
CTB115 Management, People and Organisations  
CTB126 Marketing

#### Year 2, Semester 1

CTB201 Marketing and Audience Research  
CTB240 Marketing Planning and Management  
CTB232 Managing Organisations  
Elective unit

#### Year 2, Semester 2

CTB340 Services Marketing  
CTB200 Consumer Behaviour  
CTB211 Organisational Behaviour  
CTB234 Production and Service Management  
or Elective unit

#### Year 3, Semester 1

Elective unit  
Elective unit  
Elective unit  
Elective unit

#### Year 3, Semester 2

CTB341 Strategic Marketing  
CTB253 International Marketing  
CTB309 Strategic Management  
CTB334 Managing in a Changing Environment  
or Elective unit

### Part-Time Marketing Major with Management Minor Course structure

## BUSINESS

### Year 1, Semester 1

CTB111	Business Law and Ethics
CTB119	International and Electronic Business

### Year 1, Semester 2

CTB110	Accounting
CTB115	Management, People and Organisations

### Year 2, Semester 1

CTB114	Government, Business and Society
CTB122	Quantitative Analysis and Finance

### Year 2, Semester 2

CTB113	Economics
CTB126	Marketing

### Year 3, Semester 1

CTB201	Marketing and Audience Research
CTB240	Marketing Planning and Management

### Year 3, Semester 2

CTB253	International Marketing
CTB334	Managing in a Changing Environment

### Year 4, Semester 1

Elective unit  
Elective unit

### Year 4, Semester 2

CTB200	Consumer Behaviour
CTB340	Services Marketing

### Year 5, Semester 1

CTB232	Managing Organisations
	Elective unit

### Year 5, Semester 2

CTB341	Strategic Marketing
CTB309	Strategic Management or Elective unit

### Year 6, Semester 1

Elective unit  
Elective unit

### Year 6, Semester 2

CTB211	Organisational Behaviour
CTB234	Production and Service Management

### Full-Time Marketing Major with Small Business Management Minor Course structure

#### Year 1, Semester 1

CTB111	Business Law and Ethics
CTB114	Government, Business and Society
CTB119	International and Electronic Business
CTB122	Quantitative Analysis and Finance

#### Year 1, Semester 2

CTB110	Accounting
CTB113	Economics
CTB115	Management, People and Organisations
CTB126	Marketing

#### Year 2, Semester 1

CTB201	Marketing and Audience Research
CTB240	Marketing Planning and Management
CTB221	Computerised Accounting Systems Elective unit

#### Year 2, Semester 2

CTB200	Consumer Behaviour
CTB340	Services Marketing
CTB290	Finance 1 Elective unit

#### Year 3, Semester 1

CTB207	Human Resource Issues and Strategy
CTB223	Creating New Enterprises
CTB221	Computerised Accounting Systems Elective unit

#### Year 3, Semester 2

CTB341	Strategic Marketing
CTB253	International Marketing Elective unit Elective unit

### Part-Time Marketing Major with Small Business Management Minor Course structure

#### Year 1, Semester 1

CTB111	Business Law and Ethics
CTB119	International and Electronic Business

#### Year 1, Semester 2

CTB110	Accounting
CTB115	Management, People and Organisations

#### Year 2, Semester 1

CTB114	Government, Business and Society
CTB122	Quantitative Analysis and Finance

#### Year 2, Semester 2

CTB113	Economics
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CTB126 Marketing

**Year 3, Semester 1**

CTB201 Marketing and Audience Research

CTB240 Marketing Planning and Management

**Year 3, Semester 2**

CTB290 Finance 1

Elective unit

**Year 4, Semester 1**

CTB207 Human Resource Issues and Strategy

Elective unit

**Year 4, Semester 2**

CTB200 Consumer Behaviour

CTB340 Services Marketing

**Year 5, Semester 1**

CTB221 Computerised Accounting Systems

CTB223 Creating New Enterprises

**Year 5, Semester 2**

CTB341 Strategic Marketing

CTB253 International Marketing

**Year 6, Semester 1**

Elective unit

Elective unit

**Year 6, Semester 2**

Elective unit

Elective unit

**Bachelor of Business (Honours) (BS63)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 009038B

**Course duration (full-time):** 1 year

**Course duration (part-time):** 2 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$7,114

**International Fees (per semester):** 2007:\$8,500 per semester (*subject to annual review*)

**Domestic Entry:** February; July\*(*not Accountancy, Economics or Banking & Finance*)

**International Entry:** February; July\* (*subject to unit availability*)

**Total credit points:** 96

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Professor Per Davidsson, Director of Research

**Discipline coordinator:** Professor Gerry Gallery (Accountancy and Electronic Business); Dr Judy Drennan (Advertising, International Business, Marketing & Public Relations); Prof Stan Hurn (Economics and Banking & Finance) and Dr Kerry Unsworth (Management and Human Resource Management)

**Campus:** Gardens Point

**Overview**

If applicants have shown high achievement in an undergraduate degree, the Honours program allows advanced studies in a chosen field. The capacity to conduct rigorous independent research will develop, and the advanced coursework integrates conceptual and practical knowledge within a discipline. Applicants can study within the fields of Accountancy, Advertising, Banking & Finance, Economics, Human Resource Management, International Business, Management, Marketing, Public Relations. The Faculty will provide students with up to \$600 for approved research related expenses associated with the preparation of a thesis under the Faculty's Postgraduate Research Student Support Scheme. Schools may also provide additional funding assistance and/or opportunities for paid research assistant or tutoring work.

**Entry requirements**

A Bachelor of Business from QUT that includes a major in the area of intended Honours level study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the three years of undergraduate study or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission. Students would normally apply for admission to Honours at the end of the final year of their pass degree, or within 18 months of completing the pass degree.

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's

postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

**Course Requirements**

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described below for their area of Honours study.

Prerequisite requirements for the following units are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

**Course Structure**

<b>Accountancy</b>	
	Students must complete four prescribed units (48 credit points) and a dissertation (48 credit points).
	Three Compulsory Core Units:
BSN502	Research Methodology
BSN503	Research Seminar
AYN433	Research Topics in Accounting
	OR other postgraduate unit approved by course coordinator
	Plus one of the following Accountancy units:
AYN413	Enterprise Systems Governance and Audit
AYN424	International Accounting
AYN454	Forensic Accounting and Investigation
AYN505	Dissecting Financial Statements
BSN005	Introduction to Academic Research
BSN412	Qualitative Research and Analytical Techniques
BSN506	Econometric Methods
	Or other postgraduate unit approved by course coordinator
	Plus
BSN501-2	Dissertation
BSN501-4	Dissertation
BSN501-3	Dissertation
BSN501-1	Dissertation
	Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

<b>Advertising</b>	
	Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).
	Select two units from the following Compulsory Core units:

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<p>AMN403 Marketing and Survey Research</p> <p>BSN502 Research Methodology</p> <p>BSN503 Research Seminar</p> <p>BSN412 Qualitative Research and Analytical Techniques</p> <p>Plus choose two Elective units:</p> <p>The elective units may be selected from any 12 credit point postgraduate unit offered by the School of Advertising, Marketing and Public Relations, in the specialisation area (Advertising), subject to the approval of the Subject Area Coordinator.</p> <p>Plus</p> <p>BSN501-1 Dissertation</p> <p>BSN501-2 Dissertation</p> <p>BSN501-3 Dissertation</p> <p>BSN501-4 Dissertation</p> <p>Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.</p>	<p>The elective unit may be taken from any postgraduate unit offered by the School of Accountancy or School of Economics and Finance, subject to the approval of the Subject Area Coordinator or Head of School</p> <p>Plus</p> <p>BSN501 Dissertation</p> <p>BSN501-2 Dissertation</p> <p>BSN501-3 Dissertation</p> <p>BSN501-4 Dissertation</p> <p>Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.</p>
<b>Banking and Finance</b>	
<p>Students must complete three prescribed units (36 credit points), one elective (12 credit points), and a dissertation (48 credit points).</p> <p>One Compulsory Core Unit:</p> <p>BSN506 Econometric Methods</p> <p>Plus two Banking and Finance Units:</p> <p>EFN504 Finance Honours</p> <p>EFN505 Financial Risk Management</p> <p>Plus choose one Elective unit:</p> <p>The elective unit may be taken from any postgraduate unit offered by the School of Accountancy or School of Economics and Finance subject to the approval of the Course Coordinator or Head of School</p> <p>Plus</p> <p>BSN501-1 Dissertation</p> <p>BSN501-2 Dissertation</p> <p>BSN501-3 Dissertation</p> <p>BSN501-4 Dissertation</p> <p>Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.</p>	<p>Students must complete four units (48 credit points) and a dissertation (48 credit points)</p> <p>Two Compulsory Core Units:</p> <p>BSN502 Research Methodology</p> <p>BSN503 Research Seminar</p> <p>Plus two of the following units:</p> <p>MGN506 Contemporary Issues in HRM</p> <p>MGN508 HRM Cases</p> <p>Elective unit</p> <p>The elective unit may be undertaken from any 12 credit point postgraduate unit offered in the School of Management or other postgraduate unit, with the approval of the subject area coordinator.</p> <p>Plus</p> <p>BSN501-1 Dissertation</p> <p>BSN501-2 Dissertation</p> <p>BSN501-3 Dissertation</p> <p>BSN501-4 Dissertation</p> <p>Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.</p>
<b>Human Resource Management</b>	
<b>International Business</b>	
<p>Students must complete three prescribed units (36 credit points), one elective (12 credit points), and a dissertation (48 credit points).</p> <p>One Compulsory Core Unit:</p> <p>BSN506 Econometric Methods</p> <p>Plus two Economics Units:</p> <p>EFN500 Contemporary Macroeconomic Theory</p> <p>EFN502 Developments in Microeconomic Theories</p> <p>Plus one Elective unit:</p>	<p>Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).</p> <p>Two Compulsory Core Units:</p> <p>BSN502 Research Methodology</p> <p>BSN503 Research Seminar</p> <p>Plus two Elective units:</p> <p>The elective units may be taken from any 12 credit point postgraduate unit offered by the School of International Business, in the specialisation area (International Business), subject to the approval of the Subject Area Coordinator</p> <p>Plus</p> <p>BSN501-1 Dissertation</p> <p>BSN501-2 Dissertation</p> <p>BSN501-3 Dissertation</p>
<b>Economics</b>	

**BSN501-4 Dissertation**

Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

**Management**

Students must complete four prescribed units (48 credit points) and a dissertation (48 credit points)

Two Compulsory Core Units:

BSN502 Research Methodology

BSN503 Research Seminar

Plus two of the following units:

MGN501 Readings in Management

MGN507 Contemporary Issues in Management

Elective unit

The elective unit may be undertaken from any 12 credit point postgraduate unit offered in the School of Management or other postgraduate unit, with the approval of the subject area coordinator.

Plus

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

**Marketing**

Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).

Select two of the following Compulsory Core units:

AMN403 Marketing and Survey Research

BSN502 Research Methodology

BSN503 Research Seminar

BSN412 Qualitative Research and Analytical Techniques

Plus two Elective units:

The elective units for this Honours program may be taken from any 12 credit point postgraduate unit offered by the School of Advertising, Marketing and Public Relations, in the specialisation area (Marketing), subject to the approval of the Subject Area Coordinator

Plus

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

**Public Relations**

Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).

Select two of the following Compulsory Core Units:

AMN403 Marketing and Survey Research

BSN502 Research Methodology

BSN503 Research Seminar

BSN412 Qualitative Research and Analytical Techniques

Plus two Elective units:

The elective units may be taken from any 12 credit point postgraduate unit offered by the School of Marketing, Advertising and Public Relations, in the specialisation area (Public Relations), subject to the approval of the Subject Area Coordinator

Plus

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

**Potential Careers:**

Account Executive, Accountant, Actuary, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Human Resource Developer, Human Resource Manager, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Organisational Communication Specialist, Public Relations Officer/Consultant, Risk Manager, Stockbroker.

## Master of Business (Research) (BS92)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 054092M

**Course duration (full-time):** 3 semesters or 2 semesters

**Course duration (part-time):** 6 semesters or 4 semesters

**Domestic fees (per credit point):** RTS/RTA: 2007 \$130 per credit point (exceeded max entitlements) (*subject to annual review*)

**Domestic fees (indicative):** 2007 \$12480

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** at any time

**International Entry:** at any time

**Total credit points:** 144 ( without an Honours degree) or 96 (with an Honours degree and exemption for the coursework component)

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Professor Kerry Brown, Director of Research

**Discipline coordinator:** Professor Natalie Gallery (Accountancy); Dr Judy Drennan (Advertising, International Business, Marketing & Public Relations); Associate Professor Rodney Wolf (Economics and Banking & Finance); Dr Lisa Bradley (Human Resource Management and Management); and Prof Per Davidsson (Entrepreneurship & Innovation)

**Campus:** Gardens Point

### Entry Requirements

If applicants have an Honours degree, (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or

- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

### Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and

practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

The Faculty will provide students with up to \$1000 under the Faculties Postgraduate Research Student Support Scheme for approved research-related expenses associated with the preparation of the thesis (including up to \$750 for fieldwork activities and conference attendance). Schools may also provide additional funding assistance and /or opportunities for paid research assistant or tutoring work.

### Course Design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study prescribed below.

For entry with an Honours degree students must complete a dissertation (96 credit points).

### Course Structure

#### Accountancy

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points) as follows:

Two Compulsory Core units:

AYN433 Research Topics in Accounting

BSN507 Research Methods

Plus two Elective units:

These elective units may be taken from any approved 12 credit point postgraduate unit offered by the School of Accountancy or other postgraduate unit, subject to approval of the Subject Area Coordinator.

Plus:

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

#### Advertising

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points) as follows:

Select two Compulsory Core units:

AMN403 Marketing and Survey Research

## BUSINESS

BSN502	Research Methodology	EFN502	Developments in Microeconomic Theories
BSN503	Research Seminar		Plus one Elective unit:
BSN412	Qualitative Research and Analytical Techniques		This elective unit may be taken from any approved 12 credit point postgraduate unit offered by the Faculty of Business, subject to approval of the Subject Area Coordinator.
	Plus two Elective units:		Plus:
	These elective units may be taken from any approved 12 credit point postgraduate unit in the specialisation area (Advertising), subject to approval of the Subject Area Coordinator.	BSN600-1	Thesis
	Plus:	BSN600-2	Thesis
BSN600-1	Thesis	BSN600-3	Thesis
BSN600-2	Thesis	BSN600-4	Thesis
BSN600-3	Thesis	BSN600-5	Thesis
BSN600-4	Thesis	BSN600-6	Thesis
BSN600-5	Thesis	BSN600-7	Thesis
BSN600-6	Thesis	BSN600-8	Thesis
BSN600-7	Thesis		
BSN600-8	Thesis		
<b>Banking &amp; Finance</b>		<b>Entrepreneurship &amp; Innovation</b>	
	Students must complete three prescribed units (36 credit points), one elective unit (12 credit point), and a thesis (96 credit points) as follows:		Students must complete three prescribed units (36 credit points), one elective unit (12 credit point), and a thesis (96 credit points) as follows:
	One Compulsory Core unit:		Three Compulsory Core units:
BSN506	Econometric Methods	GSN234	Contemporary Issues in Entrepreneurship
	Plus two Banking and Finance units:	BSN502	Research Methodology
EFN504	Finance Honours	BSN503	Research Seminar
EFN505	Financial Risk Management		Plus one Elective unit:
	Plus one Elective unit:		This elective unit may be taken from any approved 12 credit point postgraduate unit in the specialisation area (Entrepreneurship & Innovation), subject to approval of the Subject Area Coordinator.
	This elective unit may be taken from any approved 12 credit point postgraduate unit offered by the Faculty of Business, subject to approval of the Subject Area Coordinator.		Plus:
	Plus:	BSN600-1	Thesis
BSN600-1	Thesis	BSN600-2	Thesis
BSN600-2	Thesis	BSN600-3	Thesis
BSN600-3	Thesis	BSN600-4	Thesis
BSN600-4	Thesis	BSN600-5	Thesis
BSN600-5	Thesis	BSN600-6	Thesis
BSN600-6	Thesis	BSN600-7	Thesis
BSN600-7	Thesis	BSN600-8	Thesis
BSN600-8	Thesis		
<b>Economics</b>		<b>Human Resource Management</b>	
	Students must complete three prescribed units (36 credit points), one elective unit (12 credit points), and a thesis (96 credit points) as follows:		Under the umbrella of Human Resources Management, students may also be able to undertake a thesis in Employee Relations.
	One Compulsory Core unit:		Students must complete four units (48 credit points) and a thesis (96 credit points) as follows:
BSN506	Econometric Methods	BSN502	Research Methodology
	Plus two Economics units:	BSN503	Research Seminar
EFN500	Contemporary Macroeconomic Theory		Plus:
			Elective unit



**Elective unit**

The elective units may be undertaken from any 12 credit point postgraduate unit offered in the School of Management or other postgraduate unit, with the approval of the subject area coordinator.

Plus:

- BSN600-1 Thesis
- BSN600-2 Thesis
- BSN600-3 Thesis
- BSN600-4 Thesis
- BSN600-5 Thesis
- BSN600-6 Thesis
- BSN600-7 Thesis
- BSN600-8 Thesis

The elective units may be undertaken from any 12 credit point postgraduate unit offered in the School of Management or other postgraduate unit, with the approval of the subject area coordinator.

Plus:

- BSN600-1 Thesis
- BSN600-2 Thesis
- BSN600-3 Thesis
- BSN600-4 Thesis
- BSN600-5 Thesis
- BSN600-6 Thesis
- BSN600-7 Thesis
- BSN600-8 Thesis

**International Business**

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points) as follows:

Two Compulsory Core units:

- BSN502 Research Methodology
- BSN503 Research Seminar

Plus two Elective units:

These elective units may be taken from any approved 12 credit point postgraduate unit offered by the Faculty of Business in the specialisation area (International Business), subject to approval of the Subject Area Coordinator.

Plus:

- BSN600-1 Thesis
- BSN600-2 Thesis
- BSN600-3 Thesis
- BSN600-4 Thesis
- BSN600-5 Thesis
- BSN600-6 Thesis
- BSN600-7 Thesis
- BSN600-8 Thesis

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points) as follows:

Select two of the following Compulsory Core units:

- AMN403 Marketing and Survey Research
- BSN502 Research Methodology
- BSN503 Research Seminar
- BSN412 Qualitative Research and Analytical Techniques

Plus choose two Elective units:

These elective units may be taken from any approved 12 credit point postgraduate unit in the specialisation area (Marketing), subject to approval of the Subject Area Coordinator.

Plus:

- BSN600-1 Thesis
- BSN600-2 Thesis
- BSN600-3 Thesis
- BSN600-4 Thesis
- BSN600-5 Thesis
- BSN600-6 Thesis
- BSN600-7 Thesis
- BSN600-8 Thesis

**Management**

Under the umbrella of Management, students may also be able to undertake a thesis in Public Management.

Students must complete two prescribed units (24 credit points), two elective units (24 credit points) and a thesis (96 credit points) as follows:

Two Compulsory Core units:

- BSN502 Research Methodology
- BSN503 Research Seminar

Plus:

- Elective unit
- Elective unit

**Public Relations**

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points) as follows:

Select two of the following Compulsory Core units:

- AMN403 Marketing and Survey Research
- BSN502 Research Methodology
- BSN503 Research Seminar
- BSN412 Qualitative Research and Analytical Techniques

Plus select two Elective units:

These elective units may be taken from any approved 12 credit point postgraduate unit in the specialisation area (Public Relations), subject to approval of the Subject Area Coordinator.

Plus:

- BSN600-1 Thesis
- BSN600-2 Thesis
- BSN600-3 Thesis
- BSN600-4 Thesis
- BSN600-5 Thesis
- BSN600-6 Thesis
- BSN600-7 Thesis
- BSN600-8 Thesis

**Potential Careers:**

Human Resource Developer, Human Resource Manager.

**Master of Business (Forensic Accounting) (BS93)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 002329C

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Associate Professor Peter Best

**Campus:** Gardens Point

**Discontinuation.**

From Semester 1, 2007, this course has been renamed and recoded to BS16 Master of Business. Currently enrolled students who wish to remain in, and graduate from the existing program will be permitted to do so up to the end of 2009. From Semester 1, 2010, all students will be enrolled in the new program.

**Potential Careers:**

Account Executive, Accountant, Actuary, Banker, Business Analyst, Certified Practicing Accountant, Corporate Secretary, Economist, Electronic Commerce Developer, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Internet Professional, Investment Manager, Public Servant, Risk Manager, Stockbroker.

## **Master of Business (International Business) (BS93)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 002329C

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

### **Potential Careers:**

Business Analyst, International Business Specialist, Manager, Policy Officer, Project Manager.

**Master of Business (Marketing) (BS93)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 002329C

**Course duration (full-time):** 3 semesters

**Course duration (part-time):** 6 semesters

**Domestic fees (per credit point):** 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Mr Andrew Paltridge

**Discipline coordinator:** Mr Bill Proud

**Campus:** Gardens Point

**Discontinuation**

From Semester 1, 2007, this course has been renamed and recoded to BS16 Master of Business. Currently enrolled students who wish to remain in, and graduate from the existing program will be permitted to do so up to the end of 2009. From Semester 1, 2010, all students will be enrolled in the new program.

**Potential Careers:**

Marketing Officer/Manager.

## Master of Business Administration (MBA) (GS40)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003468F

**Course duration (full-time):** 3 semesters. The course must be completed within a maximum time period of five years.

**Course duration (part-time):** 6 semesters. The course must be completed within a maximum time period of five years.

**Domestic fees (per credit point):** 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$20160

**International Fees (per semester):** 2003: AUD\$10000; 2004: AUD\$10000 (*subject to annual review*)

**Domestic Entry:** 6 entry points per year

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Dr Lyndal Drennan, MBA Director.

Email: [bgsbenq@qut.edu.au](mailto:bgsbenq@qut.edu.au)

**Campus:** Gardens Point

### Overview

The innovative structure and content of QUT's MBA is unique in Australia, and gives students a distinct career advantage by offering a broader range of core and elective units. QUT offers 6 credit point units delivered in 7 week modules, giving students the flexibility to commence study at any one of six different entry points each year.

### Entry Requirements

To be considered for admission, applicants must first:

- demonstrate proficiency in the English language; and
- have at least two years work experience

Then, points are awarded for the extent of prior work experience, prior academic results, and evidence of management aptitude. If an applicant is awarded 15 or more points from a minimum of two criteria, he/she will be offered admission. For further information, including details regarding the allocation of points, please see the table at: [www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp](http://www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp)

### Course Design

Students must complete 15 core units and 2 integrative core units of 6 credit points each and a further 42 credit points of elective units.

BGSB offers six credit point units, delivered in seven-week modules giving students the flexibility to commence study at the beginning or mid-point of any semester, offering six different entry points each year.

### Explanatory Note

Courses GS40, GS75 and GS85 are identical in content.

Course code GS40 is used for all domestic students.

Course code GS75 is used for international students

undertaking full-time study in the Traditional mode of Semester 1 and 2 with a vacation over Summer (BGSB teaching periods 6 and 1).

Course code GS85 is used for international students undertaking full-time study in the Fast Track mode in each 6 week BGSB teaching period. The normal course duration is reduced by having no vacation periods other than official breaks (approx. 1 week) between each teaching period.

### Course structure

#### Course Structure

Students must complete the following 15 core units:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN460	Creative Problem Solving
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1

Plus the following 2 Integrative core units:

GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability

Plus 42 credit points of elective units which may be undertaken as a concentration/minor

### MBA Concentrations and Minors

#### Accounting

Minor

Core Unit:

GSN404 Financial Statements Analysis

Required Unit:

GSN427 Financial Planning and Control

Elective Units:

Choose 12 credit points from list of electives below

Concentration

Core Unit:

GSN404 Financial Statements Analysis

Required Units:

GSN427 Financial Planning and Control

## BUSINESS

<p>Elective Units: Choose 24 credit points from list of electives below</p> <p>Elective List:</p> <p>AYN414 Cost and Management Accounting</p> <p>AYN416 Financial Accounting 1</p> <p>AYN417 Financial Accounting 2</p> <p>AYN418 Financial Accounting 3</p> <p>AYN424 International Accounting</p> <p>AYN443 Electronic Commerce Cycles</p>	<p>GSN412 Business Law 1</p> <p>Required Units:</p> <p>GSN472 Legal Principles of Corporate Governance</p> <p>Elective Units: Choose 6 credit points from list of electives below</p> <p>Elective List:</p> <p>AYN412 Company Law</p> <p>GSN224 Corporate Philanthropy</p> <p>GSN233 Special Topic in Philanthropy and Nonprofit Studies</p>
<b>Business Communication</b>	
<p>Minor</p> <p>Core Unit:</p> <p>GSN407 Business Communication</p> <p>Required Unit:</p> <p>GSN417 Effective Advocacy for Managers</p> <p>Elective Units: Choose 12 credit points from list of electives below</p> <p>Concentration</p> <p>Core Unit:</p> <p>GSN407 Business Communication</p> <p>Required Unit:</p> <p>GSN417 Effective Advocacy for Managers</p> <p>Elective Units: Choose 24 credit points from list of electives below</p> <p>Elective List:</p> <p>AMN465 Public Relations Management</p> <p>GSN457 Organisational Communication and Influence</p> <p>GSN462 Negotiation Strategies</p> <p>GSN496 Public Relations and Crisis Management</p> <p>QCD110 Communication for Business 1</p> <p>QCD210 Communication for Business 2</p>	<p>GSN422 Business Law 2</p> <p>GSN427 Financial Planning and Control</p> <p>GSN456 Personal Development and Ethics for Managers</p> <p>GSN480 Business Sustainability and Competitive Advantage</p> <p>GSN483 Ethics for Philanthropic and Nonprofit Organisations</p> <p>GSN484 Management for Philanthropic and Nonprofit Organisations</p> <p>GSN485 Legal Issues for Philanthropic and Nonprofit Organisations</p> <p>GSN486 Accounting Issues for Philanthropic &amp; Nonprofit Organisations</p>
<b>Economics</b>	
<p>Minor</p> <p>Core Unit:</p> <p>GSN491 Economics in Business 1</p> <p>Required Unit:</p> <p>GSN492 Economics in Business 2</p> <p>Elective Units: Choose 12 credit points from list of electives below</p> <p>Concentration:</p> <p>Core Units:</p> <p>GSN491 Economics in Business 1</p> <p>Required Units:</p> <p>GSN492 Economics in Business 2</p> <p>Elective Units: Choose 24 credit points from list of electives below</p> <p>Elective List:</p> <p>BSN506 Econometric Methods</p> <p>EFN410 Economic and Financial Modelling</p> <p>EFN500 Contemporary Macroeconomic Theory</p> <p>EFN502 Developments in Microeconomic Theories</p> <p>Students undertaking EFN500 and EFN502 would need to have completed the equivalent of a second year undergraduate Economics degree at a recognised university. This would involve completing intermediate undergraduate</p>	<p>GSN491 Economics in Business 1</p> <p>GSN492 Economics in Business 2</p> <p>GSN491 Economics in Business 1</p> <p>GSN492 Economics in Business 2</p> <p>EFN500 Contemporary Macroeconomic Theory</p> <p>EFN502 Developments in Microeconomic Theories</p>
<b>Corporate Governance</b>	
<p>Required Units:</p> <p>Minor</p> <p>Core Units:</p> <p>GSN404 Financial Statements Analysis</p> <p>GSN412 Business Law 1</p> <p>GSN473 Corporate Governance and Accountability</p> <p>Required Units:</p> <p>GSN472 Legal Principles of Corporate Governance</p> <p>Concentration</p> <p>Core Units:</p> <p>GSN404 Financial Statements Analysis</p> <p>GSN405 Strategic Management</p>	<p>GSN491 Economics in Business 1</p> <p>GSN492 Economics in Business 2</p> <p>EFN500 Contemporary Macroeconomic Theory</p> <p>EFN502 Developments in Microeconomic Theories</p>

macro and micro economics at the very least.

**Entrepreneurship**

Minor

Core Unit:

GSN410 Entrepreneurship

GSN416 Business Plans 1

GSN460 Creative Problem Solving

Required Units:

GSN420 New Venture Strategy

Concentration

Core Units:

GSN410 Entrepreneurship

GSN416 Business Plans 1

GSN460 Creative Problem Solving

Required Units:

GSN420 New Venture Strategy

Elective Units:

Choose 12 credit points from list of electives below

Elective List:

GSN426 Business Plans 2

GSN429 New Venture Marketing

GSN430 New Venture Funding

GSN431 New Venture Growth and Transitions

GSN432 New Venture Leadership and HRM

GSN434 Venture Capital

GSN479 Spreadsheet Modelling for Managers

GSN494 Innovating for Business Competitiveness

**Finance**

Minor

Core Units:

GSN413 Financial Management 1

GSN491 Economics in Business 1

Required Units:

GSN423 Financial Management 2

Elective Units:

Choose 6 credit points from list of electives below

Concentration

Core Units:

GSN413 Financial Management 1

GSN491 Economics in Business 1

Required Units:

GSN423 Financial Management 2

Elective Units:

Choose 18 credit points from list of electives below

Elective List:

GSN430 New Venture Funding

GSN434 Venture Capital

GSN479 Spreadsheet Modelling for Managers

GSN492 Economics in Business 2

EFN401 Advanced Financial Institutions Management

EFN412 Advanced Managerial Finance

EFN414 International Finance

EFN415 Security Analysis

EFN416 Treasury and Portfolio Management

EFN506 Advanced International Finance

**Health Services Management**

Minor

Core Units:

GSN491 Economics in Business 1

Required Units:

PUN640 Health Care Delivery and Reform

Elective Units:

Choose 6 credit points from list of electives below

Concentration

Core Units:

GSN491 Economics in Business 1

Required Units:

PUN640 Health Care Delivery and Reform

Elective Units:

Choose 18 credit points from list of electives below

Elective List:

LWS006 Health, Ethics And The Law

PUP415 Occupational Health

PUN608 Health Economics

PUN649 Health Care Financial Management

PUN632 Health Services Management, Leadership and Change

PUN615 Advanced Health Service Management

PUN617 Environmental Health Management

PUN688 International Health Policy and Management

**Human Resource Management**

Minor

Core Units:

GSN406 Human Resource Management Issues

GSN409 Organisational Behaviour 1

Required Units:

MGN427 Human Resource Management

Concentration

Core Units:



## BUSINESS

GSN406	Human Resource Management Issues	Choose 30 credit points from list of electives below
GSN409	Organisational Behaviour 1	Elective List:
	Required Units:	
MGN427	Human Resource Management	GSN428 International Study Tour
	Elective Units:	GSN444 Special Topic 1
	Choose 12 credit points from list of electives below	GSN452 International Human Resource Management
	Elective list:	GSN462 Negotiation Strategies
GSN419	Organisational Behaviour 2	AYN424 International Accounting
GSN432	New Venture Leadership and HRM	EFN414 International Finance
GSN452	International Human Resource Management	IBN403 Business in Asia
MGN505	Consulting and Change Management	IBN404 Business in Europe
MGN421	Strategic HRM	IBN409 Negotiating Across Borders
		IBN410 International Logistics Management
		IBN421 Marketing Internationally
		IBN435 Business in Australia
<b>Information Technology Management</b>		
	Minor	
	Required Units:	
GSN490	Managing Technological Innovation	<b>Leadership</b>
	Elective Units:	Minor
	Choose 24 credit points from list of electives below	Core Units:
	Concentration	GSN407 Business Communication
	Required Units:	GSN415 Understanding Leadership
GSN490	Managing Technological Innovation	Required Units:
	Elective Units:	GSN425 Leadership Development
	Choose 36 credit points from list of electives below	Elective Units:
	Elective List:	Choose 6 credit points from list of electives below
ITN201	Enterprise Architecture	Concentration
ITN220	Major Issues in Information Systems	Core Units:
ITN228	Enterprise Systems	GSN407 Business Communication
ITN241	Information Technology Management	GSN415 Understanding Leadership
ITN255	Knowledge Management	Required Units:
ITN264	Information Systems Consulting	GSN417 Effective Advocacy for Managers
ITN266	Information Management	GSN425 Leadership Development
ITN272	Information Technology Project Management	Elective Units:
ITN298	Process Engineering	Choose 12 credit points from list of electives below
ITN330	Information Issues and Values	Elective List:
		GSN417 Effective Advocacy for Managers
		GSN432 New Venture Leadership and HRM
		GSN456 Personal Development and Ethics for Managers
		GSN457 Organisational Communication and Influence
GSN401	Managing in the Global Business Environment	GSN480 Business Sustainability and Competitive Advantage
	Elective Units:	GSN496 Public Relations and Crisis Management
	Choose 18 credit points from list of electives below	MGN505 Consulting and Change Management
	Concentration	
	Core Unit:	
GSN401	Managing in the Global Business Environment	<b>Marketing</b>
	Elective Units:	Minor
		Core Units:

## BUSINESS

GSN408	Fundamentals of Marketing Management Required Units:	GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN418	Marketing Strategy Development Elective Units: Choose 12 credit points from list of electives below Concentration Core Units:	GSN484	Management for Philanthropic and Nonprofit Organisations
GSN408	Fundamentals of Marketing Management Required Units:	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN418	Marketing Strategy Development Elective Units: Choose 24 credit points from list of electives below Elective List:	GSN486	Accounting Issues for Philanthropic & Nonprofit Organisations
GSN429	New Venture Marketing	GSN487	Marketing for the Nonprofit Sector
GSN447	Strategic Internet Marketing 1	GSN488	Fundraising Development Principles
GSN476	Sales Management	GSN489	Fundraising Development Techniques
GSN479	Spreadsheet Modelling for Managers	<b>Project Management</b>	
GSN487	Marketing for the Nonprofit Sector		Minor
GSN493	Customer Relationship Management		Required Units:
GSN496	Public Relations and Crisis Management	GSN440	Risk Management 1
AMN400	Consumer Behaviour	GSN442	Project Management 1
AMN401	Integrated Marketing Communication	GSN443	Project Management 2
AMN403	Marketing and Survey Research		Elective Units:
AMN420	Advertising Management		Choose 6 credit points from list of electives below Concentration
AMN421	Contemporary Issues in Advertising		Required Units:
AMN423	Strategies for Creative Advertising	GSN440	Risk Management 1
AMN461	Corporate Media Strategy and Tactics	GSN442	Project Management 1
AMN465	Public Relations Management	GSN443	Project Management 2
<b>Philanthropy and Nonprofit Studies</b>			Elective Units:
	Minor		Choose 18 credit points from list of electives below Elective List:
	Required Units:	GSN438	Production and Operations Management 1
GSN224	Corporate Philanthropy	GSN441	Risk Management 2
GSN481	Philanthropic and Nonprofit Frameworks of Governance	GSN461	Making Change Work
GSN482	Philanthropic and Nonprofit Economics Concentration Required Units:	GSN477	Contract Management
GSN224	Corporate Philanthropy	GSN479	Spreadsheet Modelling for Managers
GSN481	Philanthropic and Nonprofit Frameworks of Governance	<b>Public Management</b>	
GSN482	Philanthropic and Nonprofit Economics Elective Units: Choose 12 credit points from list of electives below Elective List:		Minor:
GSN233	Special Topic in Philanthropy and Nonprofit Studies		Choose 24 credit points from the list below: Concentration
			Choose 36 credit points from the list below:
		MGN516	Policy Analysis
		MGN517	Program Evaluation
		MGN402	Government-Business Relations
		MGN426	International Trends in Public Management
		<b>Strategy</b>	
			Minor
			Core Units:
		GSN405	Strategic Management
			Required Units:

- GSN474 Strategy Planning & Development  
Elective Units:  
Choose 12 credit points from list of electives below  
Concentration  
Core Units:
- GSN405 Strategic Management  
Required Unit:
- GSN474 Strategy Planning & Development  
Elective Units:  
Choose 24 credit points from list of electives below  
Elective List:
- GSN420 New Venture Strategy  
GSN426 Business Plans 2  
GSN431 New Venture Growth and Transitions  
GSN461 Making Change Work  
GSN475 Strategic Analysis  
GSN494 Innovating for Business Competitiveness  
MGN505 Consulting and Change Management

**Potential Careers:**

Account Executive, Administrator, Advertising Professional, Arts Administrator, Banker, Banking and Finance Professional, Business Analyst, Community Health Officer, Computer Salesperson/Marketer, Construction Manager, Contract Administrator, Corporate Secretary, Database Manager, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Medical Equipment Sales, Network Administrator, Network Manager, Organisational Communication Specialist, Policy Officer, Project Developer, Project Manager, Property Management, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Real Estate, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Web Designer.

## Graduate Certificate in Business Administration (GS42)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 031575D

**Course duration (full-time):** 1 semester. The course must be completed within a maximum time period of two years.

**Course duration (part-time):** 2 semesters. The course must be completed within a maximum time period of two years.

**Domestic fees (per credit point):** 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$20160

**International Fees (per semester):** 2003: AUD\$10000; 2004: AUD\$10000 (*subject to annual review*)

**Domestic Entry:** 6 entry points per year

**Total credit points:** 48

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Dr Lyndal Drennan, MBA Director; email: mbadirector@qut.edu.au

**Campus:** Gardens Point

### Overview

The Graduate Certificate in Business Administration allows professionals to update their skills in selected core business discipline areas.

### Entry Requirements

To be considered for admission, applicants must first:

- demonstrate proficiency in the English language; and
- have at least two years work experience

Then, points are awarded for the extent of prior work experience, prior academic results, and evidence of management aptitude. If an applicant is awarded 15 or more points from a minimum of two criteria, he/she will be offered admission. For further information, including details regarding the allocation of points, please see the table at: [www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp](http://www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp)

### Course Design

Students must complete a minimum of 6 units (36 credit points) from the MBA core and no more than 12 credit points of elective units.

BGSB offers six credit point units, delivered in seven-week modules giving students the flexibility to commence study at the beginning or mid-point of any semester, offering six different entry points each year.

Students who successfully complete the Graduate Certificate in Business Administration program with a GPA of 4.5 or above (on a 7 point scale) may enrol in the Master of Business Administration (MBA).

### Explanatory Notes

Courses GS42 and GS87 are identical in content.

Course code GS42 is used for all domestic students.

Course code GS87 is used for international students.

### Course structure

Students have two options within this program:

#### Option 1:

Select a minimum of 6 units from the following MBA core units plus no more than 12 credit points of any postgraduate business unit approved by the MBA Director:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN460	Creative Problem Solving
GSN491	Economics in Business 1

#### Option 2:

Select a major (48 credit points) from one of the following study areas:

Corporate Governance:

Required Units:

GSN401	Managing in the Global Business Environment
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN412	Business Law 1
GSN422	Business Law 2
GSN427	Financial Planning and Control
GSN456	Personal Development and Ethics for Managers
GSN472	Legal Principles of Corporate Governance

Elective Units:

Choose up to 12 credit points from this list below only if substitution has been granted for equivalent required units:

GSN224	Corporate Philanthropy
GSN233	Special Topic in Philanthropy and Nonprofit Studies
GSN480	Business Sustainability and Competitive Advantage
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN484	Management for Philanthropic and Nonprofit

Organisations

- GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
- GSN486 Accounting Issues for Philanthropic & Nonprofit Organisations
- Entrepreneurship and Innovation:  
Required Units:
- GSN401 Managing in the Global Business Environment
- GSN403 Understanding Data
- GSN404 Financial Statements Analysis
- GSN405 Strategic Management
- GSN408 Fundamentals of Marketing Management
- GSN410 Entrepreneurship
- GSN420 New Venture Strategy
- GSN460 Creative Problem Solving
- Leadership:  
Required Units:
- GSN401 Managing in the Global Business Environment
- GSN407 Business Communication
- GSN409 Organisational Behaviour 1
- GSN415 Understanding Leadership
- GSN417 Effective Advocacy for Managers
- GSN425 Leadership Development
- Elective Units:  
Choose 12 credit points from this list below:
- GSN221 Special Topic 1
- GSN419 Organisational Behaviour 2
- GSN456 Personal Development and Ethics for Managers
- GSN461 Making Change Work
- GSN462 Negotiation Strategies
- Strategy  
Required Units:
- GSN401 Managing in the Global Business Environment
- GSN405 Strategic Management
- GSN408 Fundamentals of Marketing Management
- GSN474 Strategy Planning & Development
- Elective Units:  
Choose 24 credit points from this list below:
- GSN410 Entrepreneurship
- GSN418 Marketing Strategy Development
- GSN420 New Venture Strategy
- GSN475 Strategic Analysis
- MGN505 Consulting and Change Management

**Potential Careers:**

Administrator, Manager.

## **Master of Business Administration (Major) (GS48)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 043117J

**Course duration (full-time):** 4 semesters

**Course duration (part-time):** 8 semesters. Alternatively, the course may be undertaken part-time over a period of up to 6 years.

**Domestic fees (per credit point):** 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$20160

**International Fees (per semester):** 2003: AUD\$10000; 2004: AUD\$10000 (*subject to annual review*)

**Domestic Entry:** 6 entry points per year

**Total credit points:** 192

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Dr Lyndal Drennan, MBA Director.

Email: bgsbenq@qut.edu.au

**Campus:** Gardens Point

### **Overview**

In response to demand by students for even greater depth in a particular area, the BGSB now offers majors in Accounting, Economics, Entrepreneurship, Finance, Information Technology Management, Public Management and Research Studies. By undertaking a major, students extend their MBA study by 48 credit points and gain greater knowledge in their chosen area. In effect, they are gaining a strong specialisation as well as a general management degree.

### **Entry Requirements**

To be considered for admission, applicants must first:  
- demonstrate proficiency in the English language; and  
- have at least two years work experience

Then, points are awarded for the extent of prior work experience, prior academic results, and evidence of management aptitude. If an applicant is awarded 15 or more points from a minimum of two criteria, he/she will be offered admission. For further information, including details regarding the allocation of points, please see the table at: <http://www.bgsb.qut.edu.au/study/future/entryreq.jsp>

### **Course Design**

Students must complete 15 core units and 2 integrative core units of 6 credit points each and a major of 60 credit points in a particular study area, plus a further 30 credit points of electives which may be either 6 or 12 credit point units.

BGSB offers six credit point units, delivered in seven-week modules giving students the flexibility to commence study at the beginning or mid-point of any semester, offering six different entry points each year.

### **Explanatory Note**

Courses GS48, GS76 and GS97 are identical in content.

Course code GS48 is used for all domestic students.

Course code GS76 is used for international students undertaking full-time study in the Traditional mode of Semester 1 and 2 with a vacation over Summer (BGSB teaching periods 6 and 1).

Course code GS97 is used for international students undertaking full-time study in the Fast Track mode in each 6 week BGSB teaching period. The normal course duration is reduced by having no vacation periods other than official breaks (approx. 1 week) between each teaching period.

### **Course structure**

The following 15 core units must be completed:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN460	Creative Problem Solving
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1
	Plus the following two Integrative core units:
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability

Plus 90 credit points of which students are required to undertake a major (60 credit points) in one of the study areas below and 30 credit points of elective units. Students may attain concentrations (36 credit points) or minors (24 credit points) in the following areas through careful choice of elective units:

Accounting  
Arts & Cultural Management (for continuing students only)  
Business Communication  
Corporate Governance  
Economics  
Entrepreneurship  
Finance  
Health Services Management  
Human Resource Management  
International Business  
Information Technology Management  
Leadership

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Marketing  
 Philanthropy & Nonprofit Studies  
 Project Management  
 Public Management  
 Strategy  
 For a list of units to be undertaken for Concentrations and Minors refer to the GS40 Master of Business Administration course structure.

GSN420 New Venture Strategy  
 GSN426 Business Plans 2  
 GSN429 New Venture Marketing  
 GSN430 New Venture Funding  
 Elective units:  
 Choose 18 credit points from the following elective units:  
 GSN427 Financial Planning and Control  
 GSN431 New Venture Growth and Transitions  
 GSN432 New Venture Leadership and HRM  
 GSN434 Venture Capital  
 GSN479 Spreadsheet Modelling for Managers  
 GSN494 Innovating for Business Competitiveness

### MAJORS

#### Accounting

Core Units:  
 GSN404 Financial Statements Analysis  
 Required Units:  
 GSN427 Financial Planning and Control  
 Elective units:  
 Choose 48 credit points from the following elective units:  
 AYN412 Company Law  
 AYN414 Cost and Management Accounting  
 AYN416 Financial Accounting 1  
 AYN417 Financial Accounting 2  
 AYN418 Financial Accounting 3  
 AYN424 International Accounting  
 AYN443 Electronic Commerce Cycles

#### Economics

Core Units:  
 GSN491 Economics in Business 1  
 Required Units:  
 GSN492 Economics in Business 2  
 Elective units:  
 Choose 48 credit points from the following elective units:  
 BSN506 Econometric Methods  
 EFN410 Economic and Financial Modelling  
 EFN500 Contemporary Macroeconomic Theory  
 EFN502 Developments in Microeconomic Theories  
 Students undertaking EFN500 and EFN502 would need to have completed the equivalent of a second year undergraduate degree at a recognised University. This would involve completing intermediate undergraduate macro and micro economics at the very least.

#### Entrepreneurship

Core Units:  
 GSN410 Entrepreneurship  
 GSN416 Business Plans 1  
 GSN460 Creative Problem Solving  
 Required Units:

#### Finance

Core Units:  
 GSN413 Financial Management 1  
 GSN491 Economics in Business 1  
 Required Units:  
 GSN423 Financial Management 2  
 Elective units:  
 Choose 42 credit points from the following elective units:  
 GSN430 New Venture Funding  
 GSN434 Venture Capital  
 GSN479 Spreadsheet Modelling for Managers  
 GSN492 Economics in Business 2  
 EFN401 Advanced Financial Institutions Management  
 EFN412 Advanced Managerial Finance  
 EFN414 International Finance  
 EFN415 Security Analysis  
 EFN416 Treasury and Portfolio Management  
 EFN506 Advanced International Finance

#### Information Technology Management

Core Units:  
 GSN490 Managing Technological Innovation  
 Elective units:  
 Choose 54 credit points from the following elective units:  
 GSN447 Strategic Internet Marketing 1  
 ITN201 Enterprise Architecture  
 ITN220 Major Issues in Information Systems  
 ITN228 Enterprise Systems  
 ITN241 Information Technology Management  
 ITN255 Knowledge Management  
 ITN264 Information Systems Consulting  
 ITN266 Information Management  
 ITN272 Information Technology Project Management

- ITN298 Process Engineering  
ITN330 Information Issues and Values

**Public Management**

Required Units:

- MGN516 Policy Analysis  
MGN517 Program Evaluation  
MGN402 Government-Business Relations  
MGN426 International Trends in Public Management  
MGN410 Labour-Management Relations

**Research Studies**

Required Units:

- BSN501-1 Dissertation  
BSN501-2 Dissertation  
BSN501-3 Dissertation  
BSN501-4 Dissertation  
BSN502 Research Methodology  
Plus either  
AMN403 Marketing and Survey Research  
or  
BSN412 Qualitative Research and Analytical  
Techniques

Elective Units:

Students choose 24 credit points of elective units in chosen area of research (selected from required and elective units in the GS40 MBA concentration and minor list, or other units offered within the Faculty of Business and other Faculties at QUT, with the permission from the MBA Director)

**Potential Careers:**

Administrator, Manager.



## **Executive Master of Business Administration (GS50)**

**Year offered:** 2007

**Admissions:** Yes

**Course duration (full-time):** 20 months (intensive mode) commencing December

**Domestic fees (per credit point):** 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$20160

**Domestic Entry:** December

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Course coordinator:** Dr Lyndal Drennan, MBA Director.

Email: [bgsbenq@qut.edu.au](mailto:bgsbenq@qut.edu.au)

**Campus:** Gardens Point

### **Entry Requirements**

Applicants must meet English language proficiency requirements, have at least five (5) years relevant business experience and gain at least 15 points based on a range of criteria including prior work experience, academic achievement and management aptitude as indicated by GMAT or equivalent test score. For further information, including details regarding points allocation, please see the [table at http://www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp](http://www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp)

In addition, admission is based on an interview and two references (one from a current employer).

### **Overview**

The Executive MBA course is a tailored MBA course offered in an intensive, flexibly delivered format to a cohort of 'executive level' management. The course is designed to equip senior managers with the necessary knowledge, analytical ability and management skills to continue their career success and increase their mobility as a senior executive in Australia and internationally.

### **Course Design**

Students are required to undertake 15 core units and 2 integrative core units of 6 credit points each and a further 42 credit points of elective units.

The intake for the EMBA is in December and the program runs for 22 months. Classes are scheduled once a month over a Friday to Sunday weekend session, with 20 hours of classes per weekend session each month of the program plus two residential sessions of 10-14 days in January of each year. The intensive block sessions allow the students to schedule some dedicated time to study with minimal interference to their business commitments.

One intensive sessions of 13-15 days is scheduled each January which includes an International Study Tour to China.

For more information about the EMBA, consult the BGSB [website at http://www.bgsb.qut.edu.au/study/mba/mbacourses/executive](http://www.bgsb.qut.edu.au/study/mba/mbacourses/executive)

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### **Course structure**

Students must complete the following 15 core units:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN460	Creative Problem Solving
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1
	Plus two Integrative core units:
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability
	Plus the following 42 credit points of Elective Units:
GSN425	Leadership Development
GSN428	International Study Tour
GSN445	Special Topic 2
GSN462	Negotiation Strategies
GSN474	Strategy Planning & Development
GSN480	Business Sustainability and Competitive Advantage
GSN496	Public Relations and Crisis Management

Students may choose other electives available in the weekday delivery schedule.

Concentration and minors may be attainable through the choice of elective units other than those listed above. Concentrations and minors are listed within the GS40 Master of Business Administration course structure.

## Master of Business Administration (MBA) (GS75)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 045502F

**Course duration (full-time):** 3 semesters (1.5 years. Study will not be undertaken during Summer Program)

**Domestic fees (per credit point):** international course (*subject to annual review*)

**International Fees (per semester):** 2007:\$11,500 per semester (*subject to annual review*)

**International Entry:** 4 entry points per year

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Course coordinator:** Dr Lyndal Drennan, MBA Director.

Email: [bgsbenq@qut.edu.au](mailto:bgsbenq@qut.edu.au)

**Campus:** Gardens Point

### Overview

The innovative structure and content of QUT's MBA is unique in Australia, and gives students a distinct career advantage by offering a broader range of core and elective units. QUT offers 6 credit point units delivered in 7 week modules, giving students the flexibility to commence study at any one of six different entry points each year.

### Entry Requirements

To be considered for admission, applicants must first:

- demonstrate proficiency in the English language; and
- have at least two years work experience

Then, points are awarded for the extent of prior work experience, prior academic results, and evidence of management aptitude. If an applicant is awarded 15 or more points from a minimum of two criteria, he/she will be offered admission. For further information, including details regarding the allocation of points, please see the table at: [www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp](http://www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp)

### Course Design

Students must complete 15 core units and 2 integrative core units of 6 credit points each and a further 42 credit points of elective units.

BGSB offers six credit point units, delivered in seven-week modules giving students the flexibility to commence study at the beginning or mid-point of any semester, offering six different entry points each year.

### Explanatory Note

Courses GS40, GS75 and GS85 are identical in content.

Course code GS40 is used for all domestic students.

Course code GS75 is used for international students undertaking full-time study in the Traditional mode of Semester 1 and 2 with a vacation over Summer (BGSB teaching periods 6 and 1).

Course code GS85 is used for international students

undertaking full-time study in the Fast Track mode in each 6 week BGSB teaching period. The normal course duration is reduced by having no vacation periods other than official breaks (approx. 1 week) between each teaching period.

### Course structure

#### Course Structure

Students must complete the following 15 core units:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN460	Creative Problem Solving
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1
	Plus the following 2 Integrative core units:
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability
	Plus 42 credit points of elective units which may be undertaken as a concentration/minor

### MBA Concentrations and Minors

#### Accounting

Minor

Core Unit:

GSN404 Financial Statements Analysis

Required Unit:

GSN427 Financial Planning and Control

Elective Units:

Choose 12 credit points from list of electives below

Concentration

Core Unit:

GSN404 Financial Statements Analysis

Required Units:

GSN427 Financial Planning and Control

Elective Units:

Choose 24 credit points from list of electives below

Elective List:

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AYN414	Cost and Management Accounting	Choose 6 credit points from list of electives below
AYN416	Financial Accounting 1	Elective List:
AYN417	Financial Accounting 2	AYN412 Company Law
AYN418	Financial Accounting 3	GSN224 Corporate Philanthropy
AYN424	International Accounting	GSN233 Special Topic in Philanthropy and Nonprofit Studies
AYN443	Electronic Commerce Cycles	GSN422 Business Law 2
<b>Business Communication</b>		GSN427 Financial Planning and Control
	Minor	GSN456 Personal Development and Ethics for Managers
	Core Unit:	GSN480 Business Sustainability and Competitive Advantage
GSN407	Business Communication	GSN483 Ethics for Philanthropic and Nonprofit Organisations
	Required Unit:	GSN484 Management for Philanthropic and Nonprofit Organisations
GSN417	Effective Advocacy for Managers	GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
	Elective Units:	GSN486 Accounting Issues for Philanthropic & Nonprofit Organisations
	Choose 12 credit points from list of electives below	
	Concentration	
	Core Unit:	
GSN407	Business Communication	
	Required Unit:	
GSN417	Effective Advocacy for Managers	
	Elective Units:	
	Choose 24 credit points from list of electives below	
	Elective List:	
AMN465	Public Relations Management	
GSN457	Organisational Communication and Influence	
GSN462	Negotiation Strategies	
GSN496	Public Relations and Crisis Management	
QCD110	Communication for Business 1	
QCD210	Communication for Business 2	
<b>Corporate Governance</b>		
	Required Units:	
	Minor	
	Core Units:	
GSN404	Financial Statements Analysis	
GSN412	Business Law 1	
GSN473	Corporate Governance and Accountability	
	Required Units:	
GSN472	Legal Principles of Corporate Governance	
	Concentration	
	Core Units:	
GSN404	Financial Statements Analysis	
GSN405	Strategic Management	
GSN412	Business Law 1	
	Required Units:	
GSN472	Legal Principles of Corporate Governance	
	Elective Units:	
		<b>Economics</b>
		Minor
		Core Unit:
		GSN491 Economics in Business 1
		Required Unit:
		GSN492 Economics in Business 2
		Elective Units:
		Choose 12 credit points from list of electives below
		Concentration:
		Core Units:
		GSN491 Economics in Business 1
		Required Units:
		GSN492 Economics in Business 2
		Elective Units:
		Choose 24 credit points from list of electives below
		Elective List:
		BSN506 Econometric Methods
		EFN410 Economic and Financial Modelling
		EFN500 Contemporary Macroeconomic Theory
		EFN502 Developments in Microeconomic Theories
		Students undertaking EFN500 and EFN502 would need to have completed the equivalent of a second year undergraduate Economics degree at a recognised university. This would involve completing intermediate undergraduate macro and micro economics at the very least.
		<b>Entrepreneurship</b>
		Minor
		Core Unit:

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GSN410	Entrepreneurship	EFN401	Advanced Financial Institutions Management
GSN416	Business Plans 1	EFN412	Advanced Managerial Finance
GSN460	Creative Problem Solving	EFN414	International Finance
	Required Units:	EFN415	Security Analysis
GSN420	New Venture Strategy	EFN416	Treasury and Portfolio Management
	Concentration	EFN506	Advanced International Finance
	Core Units:		
GSN410	Entrepreneurship	<b>Health Services Management</b>	
GSN416	Business Plans 1		Minor
GSN460	Creative Problem Solving		Core Units:
	Required Units:	GSN491	Economics in Business 1
GSN420	New Venture Strategy		Required Units:
	Elective Units:	PUN640	Health Care Delivery and Reform
	Choose 12 credit points from list of electives below		Elective Units:
	Elective List:		Choose 6 credit points from list of electives below
GSN426	Business Plans 2		Concentration
GSN429	New Venture Marketing		Core Units:
GSN430	New Venture Funding	GSN491	Economics in Business 1
GSN431	New Venture Growth and Transitions		Required Units:
GSN432	New Venture Leadership and HRM	PUN640	Health Care Delivery and Reform
GSN434	Venture Capital		Elective Units:
GSN479	Spreadsheet Modelling for Managers		Choose 18 credit points from list of electives below
GSN494	Innovating for Business Competitiveness		Elective List:
<b>Finance</b>		LWS006	Health, Ethics And The Law
	Minor	PUP415	Occupational Health
	Core Units:	PUN608	Health Economics
GSN413	Financial Management 1	PUN649	Health Care Financial Management
GSN491	Economics in Business 1	PUN632	Health Services Management, Leadership and Change
	Required Units:	PUN615	Advanced Health Service Management
GSN423	Financial Management 2	PUN617	Environmental Health Management
	Elective Units:	PUN688	International Health Policy and Management
	Choose 6 credit points from list of electives below		
	Concentration	<b>Human Resource Management</b>	
	Core Units:		Minor
GSN413	Financial Management 1	GSN406	Human Resource Management Issues
GSN491	Economics in Business 1	GSN409	Organisational Behaviour 1
	Required Units:		Required Units:
GSN423	Financial Management 2	MGN427	Human Resource Management
	Elective Units:		Concentration
	Choose 18 credit points from list of electives below		Core Units:
	Elective List:	GSN406	Human Resource Management Issues
GSN430	New Venture Funding	GSN409	Organisational Behaviour 1
GSN434	Venture Capital		Required Units:
GSN479	Spreadsheet Modelling for Managers	MGN427	Human Resource Management
GSN492	Economics in Business 2		Elective Units:

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	Choose 12 credit points from list of electives below	GSN452	International Human Resource Management
	Elective list:	GSN462	Negotiation Strategies
GSN419	Organisational Behaviour 2	AYN424	International Accounting
GSN432	New Venture Leadership and HRM	EFN414	International Finance
GSN452	International Human Resource Management	IBN403	Business in Asia
MGN505	Consulting and Change Management	IBN404	Business in Europe
MGN421	Strategic HRM	IBN409	Negotiating Across Borders
		IBN410	International Logistics Management
		IBN421	Marketing Internationally
		IBN435	Business in Australia
<b>Information Technology Management</b>			
	Minor		
	Required Units:		
GSN490	Managing Technological Innovation		
	Elective Units:		
	Choose 24 credit points from list of electives below		
	Concentration		
	Required Units:		
GSN490	Managing Technological Innovation		
	Elective Units:		
	Choose 36 credit points from list of electives below		
	Elective List:		
ITN201	Enterprise Architecture		
ITN220	Major Issues in Information Systems		
ITN228	Enterprise Systems		
ITN241	Information Technology Management		
ITN255	Knowledge Management		
ITN264	Information Systems Consulting		
ITN266	Information Management		
ITN272	Information Technology Project Management		
ITN298	Process Engineering		
ITN330	Information Issues and Values		
<b>International Business</b>			
	Minor		
	Core Unit:		
GSN401	Managing in the Global Business Environment		
	Elective Units:		
	Choose 18 credit points from list of electives below		
	Concentration		
	Core Unit:		
GSN401	Managing in the Global Business Environment		
	Elective Units:		
	Choose 30 credit points from list of electives below		
	Elective List:		
GSN428	International Study Tour		
GSN444	Special Topic 1		
		GSN452	International Human Resource Management
		GSN462	Negotiation Strategies
		AYN424	International Accounting
		EFN414	International Finance
		IBN403	Business in Asia
		IBN404	Business in Europe
		IBN409	Negotiating Across Borders
		IBN410	International Logistics Management
		IBN421	Marketing Internationally
		IBN435	Business in Australia
<b>Leadership</b>			
	Minor		
	Core Units:		
GSN407	Business Communication		
GSN415	Understanding Leadership		
	Required Units:		
GSN425	Leadership Development		
	Elective Units:		
	Choose 6 credit points from list of electives below		
	Concentration		
	Core Units:		
GSN407	Business Communication		
GSN415	Understanding Leadership		
	Required Units:		
GSN417	Effective Advocacy for Managers		
GSN425	Leadership Development		
	Elective Units:		
	Choose 12 credit points from list of electives below		
	Elective List:		
GSN417	Effective Advocacy for Managers		
GSN432	New Venture Leadership and HRM		
GSN456	Personal Development and Ethics for Managers		
GSN457	Organisational Communication and Influence		
GSN480	Business Sustainability and Competitive Advantage		
GSN496	Public Relations and Crisis Management		
MGN505	Consulting and Change Management		
<b>Marketing</b>			
	Minor		
	Core Units:		
GSN408	Fundamentals of Marketing Management		
	Required Units:		
GSN418	Marketing Strategy Development		
	Elective Units:		
	Choose 12 credit points from list of electives		

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	below	GSN486	Accounting Issues for Philanthropic & Nonprofit Organisations
	Concentration		
	Core Units:	GSN487	Marketing for the Nonprofit Sector
GSN408	Fundamentals of Marketing Management	GSN488	Fundraising Development Principles
	Required Units:	GSN489	Fundraising Development Techniques
GSN418	Marketing Strategy Development	<b>Project Management</b>	
	Elective Units:		Minor
	Choose 24 credit points from list of electives below		Required Units:
	Elective List:	GSN440	Risk Management 1
GSN429	New Venture Marketing	GSN442	Project Management 1
GSN447	Strategic Internet Marketing 1	GSN443	Project Management 2
GSN476	Sales Management		Elective Units:
GSN479	Spreadsheet Modelling for Managers		Choose 6 credit points from list of electives below
GSN487	Marketing for the Nonprofit Sector		Concentration
GSN493	Customer Relationship Management		Required Units:
GSN496	Public Relations and Crisis Management	GSN440	Risk Management 1
AMN400	Consumer Behaviour	GSN442	Project Management 1
AMN401	Integrated Marketing Communication	GSN443	Project Management 2
AMN403	Marketing and Survey Research		Elective Units:
AMN420	Advertising Management		Choose 18 credit points from list of electives below
AMN421	Contemporary Issues in Advertising		Elective List:
AMN423	Strategies for Creative Advertising	GSN438	Production and Operations Management 1
AMN461	Corporate Media Strategy and Tactics	GSN441	Risk Management 2
AMN465	Public Relations Management	GSN461	Making Change Work
<b>Philanthropy and Nonprofit Studies</b>			
	Minor	GSN477	Contract Management
	Required Units:	GSN479	Spreadsheet Modelling for Managers
GSN224	Corporate Philanthropy	<b>Public Management</b>	
GSN481	Philanthropic and Nonprofit Frameworks of Governance		Minor:
GSN482	Philanthropic and Nonprofit Economics		Choose 24 credit points from the list below:
	Concentration		Concentration
	Required Units:		Choose 36 credit points from the list below:
GSN224	Corporate Philanthropy	MGN516	Policy Analysis
GSN481	Philanthropic and Nonprofit Frameworks of Governance	MGN517	Program Evaluation
GSN482	Philanthropic and Nonprofit Economics	MGN402	Government-Business Relations
	Elective Units:	MGN426	International Trends in Public Management
	Choose 12 credit points from list of electives below	<b>Strategy</b>	
	Elective List:		Minor
GSN233	Special Topic in Philanthropy and Nonprofit Studies		Core Units:
GSN483	Ethics for Philanthropic and Nonprofit Organisations	GSN405	Strategic Management
GSN484	Management for Philanthropic and Nonprofit Organisations		Required Units:
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations	GSN474	Strategy Planning & Development
			Elective Units:
			Choose 12 credit points from list of electives below
			Concentration

**Core Units:**

GSN405 Strategic Management

**Required Unit:**

GSN474 Strategy Planning &amp; Development

**Elective Units:**

Choose 24 credit points from list of electives below

**Elective List:**

GSN420 New Venture Strategy

GSN426 Business Plans 2

GSN431 New Venture Growth and Transitions

GSN461 Making Change Work

GSN475 Strategic Analysis

GSN494 Innovating for Business Competitiveness

MGN505 Consulting and Change Management

**Potential Careers:**

Account Executive, Administrator, Advertising Professional, Arts Administrator, Banker, Banking and Finance Professional, Business Analyst, Community Health Officer, Computer Salesperson/Marketer, Construction Manager, Contract Administrator, Corporate Secretary, Database Manager, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Network Administrator, Network Manager, Organisational Communication Specialist, Policy Officer, Project Developer, Project Manager, Property Management, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Real Estate, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Web Designer.

## **Master of Business Administration (Major) (GS76)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 045503E

**Course duration (full-time):** 4 semesters (2 years. Study will not be undertaken during Summer Program)

**Domestic fees (per credit point):** international course (subject to annual review)

**International Fees (per semester):** 2007:\$11,500 per semester (subject to annual review)

**International Entry:** 4 entry points per year

**Total credit points:** 192

**Standard credit points per full-time semester:** 48

**Course coordinator:** Dr Lyndal Drennan, MBA Director.  
Email: bgsbenq@qut.edu.au

**Campus:** Gardens Point

### **Overview**

In response to demand by students for even greater depth in a particular area, the BGSB now offers majors in Accounting, Economics, Entrepreneurship, Finance, Information Technology Management, Public Management and Research Studies. By undertaking a major, students extend their MBA study by 48 credit points and gain greater knowledge in their chosen area. In effect, they are gaining a strong specialisation as well as a general management degree.

### **Entry Requirements**

To be considered for admission, applicants must first:  
- demonstrate proficiency in the English language; and  
- have at least two years work experience

Then, points are awarded for the extent of prior work experience, prior academic results, and evidence of management aptitude. If an applicant is awarded 15 or more points from a minimum of two criteria, he/she will be offered admission. For further information, including details regarding the allocation of points, please see the table at: <http://www.bgsb.qut.edu.au/study/future/entryreq.jsp>

### **Course Design**

Students must complete 15 core units and 2 integrative core units of 6 credit points each and a major of 60 credit points in a particular study area, plus a further 30 credit points of electives which may be either 6 or 12 credit point units.

BGSB offers six credit point units, delivered in seven-week modules giving students the flexibility to commence study at the beginning or mid-point of any semester, offering six different entry points each year.

### **Explanatory Note**

Courses GS48, GS76 and GS97 are identical in content.

Course code GS48 is used for all domestic students.

Course code GS76 is used for international students undertaking full-time study in the Traditional mode of Semester 1 and 2 with a vacation over Summer (BGSB

teaching periods 6 and 1).

Course code GS97 is used for international students undertaking full-time study in the Fast Track mode in each 6 week BGSB teaching period. The normal course duration is reduced by having no vacation periods other than official breaks (approx. 1 week) between each teaching period.

### **Course structure**

The following 15 core units must be completed:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN460	Creative Problem Solving
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1
Plus the following two Integrative core units:	
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability

Plus 90 credit points of which students are required to undertake a major (60 credit points) in one of the study areas below and 30 credit points of elective units. Students may attain concentrations (36 credit points) or minors (24 credit points) in the following areas through careful choice of elective units:

- Accounting
- Arts & Cultural Management (for continuing students only)
- Business Communication
- Corporate Governance
- Economics
- Entrepreneurship
- Finance
- Health Services Management
- Human Resource Management
- International Business
- Information Technology Management
- Leadership
- Marketing
- Philanthropy & Nonprofit Studies
- Project Management



## BUSINESS

Public Management Strategy  
For a list of units to be undertaken for Concentrations and Minors refer to the GS40 Master of Business Administration course structure.

GSN430 New Venture Funding  
Elective units:  
Choose 18 credit points from the following elective units:  
GSN427 Financial Planning and Control  
GSN431 New Venture Growth and Transitions  
GSN432 New Venture Leadership and HRM  
GSN434 Venture Capital  
GSN479 Spreadsheet Modelling for Managers  
GSN494 Innovating for Business Competitiveness

### MAJORS

#### Accounting

Core Units:  
GSN404 Financial Statements Analysis  
Required Units:  
GSN427 Financial Planning and Control  
Elective units:  
Choose 48 credit points from the following elective units:  
AYN412 Company Law  
AYN414 Cost and Management Accounting  
AYN416 Financial Accounting 1  
AYN417 Financial Accounting 2  
AYN418 Financial Accounting 3  
AYN424 International Accounting  
AYN443 Electronic Commerce Cycles

#### Economics

Core Units:  
GSN491 Economics in Business 1  
Required Units:  
GSN492 Economics in Business 2  
Elective units:  
Choose 48 credit points from the following elective units:  
BSN506 Econometric Methods  
EFN410 Economic and Financial Modelling  
EFN500 Contemporary Macroeconomic Theory  
EFN502 Developments in Microeconomic Theories  
Students undertaking EFN500 and EFN502 would need to have completed the equivalent of a second year undergraduate degree at a recognised University. This would involve completing intermediate undergraduate macro and micro economics at the very least.

#### Entrepreneurship

Core Units:  
GSN410 Entrepreneurship  
GSN416 Business Plans 1  
GSN460 Creative Problem Solving  
Required Units:  
GSN420 New Venture Strategy  
GSN426 Business Plans 2  
GSN429 New Venture Marketing

#### Finance

Core Units:  
GSN413 Financial Management 1  
GSN491 Economics in Business 1  
Required Units:  
GSN423 Financial Management 2  
Elective units:  
Choose 42 credit points from the following elective units:  
GSN430 New Venture Funding  
GSN434 Venture Capital  
GSN479 Spreadsheet Modelling for Managers  
GSN492 Economics in Business 2  
EFN401 Advanced Financial Institutions Management  
EFN412 Advanced Managerial Finance  
EFN414 International Finance  
EFN415 Security Analysis  
EFN416 Treasury and Portfolio Management  
EFN506 Advanced International Finance

#### Information Technology Management

Core Units:  
GSN490 Managing Technological Innovation  
Elective units:  
Choose 54 credit points from the following elective units:  
GSN447 Strategic Internet Marketing 1  
ITN201 Enterprise Architecture  
ITN220 Major Issues in Information Systems  
ITN228 Enterprise Systems  
ITN241 Information Technology Management  
ITN255 Knowledge Management  
ITN264 Information Systems Consulting  
ITN266 Information Management  
ITN272 Information Technology Project Management  
ITN298 Process Engineering  
ITN330 Information Issues and Values

#### Public Management

## Required Units:

- MGN516 Policy Analysis
- MGN517 Program Evaluation
- MGN402 Government-Business Relations
- MGN426 International Trends in Public Management
- MGN410 Labour-Management Relations

**Research Studies**

## Required Units:

- BSN501-1 Dissertation
  - BSN501-2 Dissertation
  - BSN501-3 Dissertation
  - BSN501-4 Dissertation
  - BSN502 Research Methodology
- Plus either
- AMN403 Marketing and Survey Research
- or
- BSN412 Qualitative Research and Analytical Techniques

## Elective Units:

Students choose 24 credit points of elective units in chosen area of research (selected from required and elective units in the GS40 MBA concentration and minor list, or other units offered within the Faculty of Business and other Faculties at QUT, with the permission from the MBA Director)

**Potential Careers:**

Administrator, Manager.

## Master of Business Administration (MBA) (GS85)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003468F

**Course duration (full-time):** 3 semesters (1 year. Study must be undertaken during Summer Program)

**Domestic fees (per credit point):** 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$20,160

**International Fees (per semester):** 2007:\$11,500 per semester (*subject to annual review*)

**International Entry:** Six entry points per year

**Total credit points:** 144

**Standard credit points per full-time semester:** 48

**Course coordinator:** Dr Lyndal Drennan, MBA Director.

Email: [bgsbenq@qut.edu.au](mailto:bgsbenq@qut.edu.au)

**Campus:** Gardens Point

### Overview

The innovative structure and content of QUT's MBA is unique in Australia, and gives students a distinct career advantage by offering a broader range of core and elective units. QUT offers 6 credit point units delivered in 7 week modules, giving students the flexibility to commence study at any one of six different entry points each year.

### Entry Requirements

To be considered for admission, applicants must first:

- demonstrate proficiency in the English language; and
- have at least two years work experience

Then, points are awarded for the extent of prior work experience, prior academic results, and evidence of management aptitude. If an applicant is awarded 15 or more points from a minimum of two criteria, he/she will be offered admission. For further information, including details regarding the allocation of points, please see the table at: [www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp](http://www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp)

### Course Design

Students must complete 15 core units and 2 integrative core units of 6 credit points each and a further 42 credit points of elective units.

BGSB offers six credit point units, delivered in seven-week modules giving students the flexibility to commence study at the beginning or mid-point of any semester, offering six different entry points each year.

### Explanatory Note

Courses GS40, GS75 and GS85 are identical in content.

Course code GS40 is used for all domestic students.

Course code GS75 is used for international students undertaking full-time study in the Traditional mode of Semester 1 and 2 with a vacation over Summer (BGSB teaching periods 6 and 1).

Course code GS85 is used for international students undertaking full-time study in the Fast Track mode in each 6 week BGSB teaching period. The normal course duration is reduced by having no vacation periods other than official breaks (approx. 1 week) between each teaching period.

### Course structure

#### Course Structure

Students must complete the following 15 core units:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN460	Creative Problem Solving
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1

Plus the following 2 Integrative core units:

GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability

Plus 42 credit points of elective units which may be undertaken as a concentration/minor

### MBA Concentrations and Minors

#### Accounting

Minor

Core Unit:

GSN404	Financial Statements Analysis
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Required Unit:

GSN427	Financial Planning and Control
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Elective Units:

Choose 12 credit points from list of electives below

Concentration

Core Unit:

GSN404	Financial Statements Analysis
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Required Units:

GSN427	Financial Planning and Control
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Elective Units:

Choose 24 credit points from list of electives below

Elective List:

## BUSINESS

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<p>AYN414 Cost and Management Accounting</p> <p>AYN416 Financial Accounting 1</p> <p>AYN417 Financial Accounting 2</p> <p>AYN418 Financial Accounting 3</p> <p>AYN424 International Accounting</p> <p>AYN443 Electronic Commerce Cycles</p>	<p>Choose 6 credit points from list of electives below</p> <p>Elective List:</p> <p>AYN412 Company Law</p> <p>GSN224 Corporate Philanthropy</p> <p>GSN233 Special Topic in Philanthropy and Nonprofit Studies</p>
<b>Business Communication</b>	
<p>Minor</p> <p>Core Unit:</p> <p>GSN407 Business Communication</p> <p>Required Unit:</p> <p>GSN417 Effective Advocacy for Managers</p> <p>Elective Units:</p> <p>Choose 12 credit points from list of electives below</p> <p>Concentration</p> <p>Core Unit:</p> <p>GSN407 Business Communication</p> <p>Required Unit:</p> <p>GSN417 Effective Advocacy for Managers</p> <p>Elective Units:</p> <p>Choose 24 credit points from list of electives below</p> <p>Elective List:</p> <p>AMN465 Public Relations Management</p> <p>GSN457 Organisational Communication and Influence</p> <p>GSN462 Negotiation Strategies</p> <p>GSN496 Public Relations and Crisis Management</p> <p>QCD110 Communication for Business 1</p> <p>QCD210 Communication for Business 2</p>	<p>GSN422 Business Law 2</p> <p>GSN427 Financial Planning and Control</p> <p>GSN456 Personal Development and Ethics for Managers</p> <p>GSN480 Business Sustainability and Competitive Advantage</p> <p>GSN483 Ethics for Philanthropic and Nonprofit Organisations</p> <p>GSN484 Management for Philanthropic and Nonprofit Organisations</p> <p>GSN485 Legal Issues for Philanthropic and Nonprofit Organisations</p> <p>GSN486 Accounting Issues for Philanthropic &amp; Nonprofit Organisations</p>
<b>Corporate Governance</b>	
<p>Required Units:</p> <p>Minor</p> <p>Core Units:</p> <p>GSN404 Financial Statements Analysis</p> <p>GSN412 Business Law 1</p> <p>GSN473 Corporate Governance and Accountability</p> <p>Required Units:</p> <p>GSN472 Legal Principles of Corporate Governance</p> <p>Concentration</p> <p>Core Units:</p> <p>GSN404 Financial Statements Analysis</p> <p>GSN405 Strategic Management</p> <p>GSN412 Business Law 1</p> <p>Required Units:</p> <p>GSN472 Legal Principles of Corporate Governance</p> <p>Elective Units:</p>	<p><b>Economics</b></p> <p>Minor</p> <p>Core Unit:</p> <p>GSN491 Economics in Business 1</p> <p>Required Unit:</p> <p>GSN492 Economics in Business 2</p> <p>Elective Units:</p> <p>Choose 12 credit points from list of electives below</p> <p>Concentration:</p> <p>Core Units:</p> <p>GSN491 Economics in Business 1</p> <p>Required Units:</p> <p>GSN492 Economics in Business 2</p> <p>Elective Units:</p> <p>Choose 24 credit points from list of electives below</p> <p>Elective List:</p> <p>BSN506 Econometric Methods</p> <p>EFN410 Economic and Financial Modelling</p> <p>EFN500 Contemporary Macroeconomic Theory</p> <p>EFN502 Developments in Microeconomic Theories</p> <p>Students undertaking EFN500 and EFN502 would need to have completed the equivalent of a second year undergraduate Economics degree at a recognised university. This would involve completing intermediate undergraduate macro and micro economics at the very least.</p>
<b>Entrepreneurship</b>	
<p>GSN472 Legal Principles of Corporate Governance</p> <p>Elective Units:</p>	<p>Minor</p> <p>Core Unit:</p>

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GSN410	Entrepreneurship	EFN401	Advanced Financial Institutions Management
GSN416	Business Plans 1	EFN412	Advanced Managerial Finance
GSN460	Creative Problem Solving	EFN414	International Finance
	Required Units:	EFN415	Security Analysis
GSN420	New Venture Strategy	EFN416	Treasury and Portfolio Management
	Concentration	EFN506	Advanced International Finance
	Core Units:		
GSN410	Entrepreneurship	<b>Health Services Management</b>	
GSN416	Business Plans 1		Minor
GSN460	Creative Problem Solving		Core Units:
	Required Units:	GSN491	Economics in Business 1
GSN420	New Venture Strategy		Required Units:
	Elective Units:	PUN640	Health Care Delivery and Reform
	Choose 12 credit points from list of electives below		Elective Units:
	Elective List:		Choose 6 credit points from list of electives below
GSN426	Business Plans 2		Concentration
GSN429	New Venture Marketing		Core Units:
GSN430	New Venture Funding	GSN491	Economics in Business 1
GSN431	New Venture Growth and Transitions		Required Units:
GSN432	New Venture Leadership and HRM	PUN640	Health Care Delivery and Reform
GSN434	Venture Capital		Elective Units:
GSN479	Spreadsheet Modelling for Managers		Choose 18 credit points from list of electives below
GSN494	Innovating for Business Competitiveness		Elective List:
<b>Finance</b>		LWS006	Health, Ethics And The Law
	Minor	PUP415	Occupational Health
	Core Units:	PUN608	Health Economics
GSN413	Financial Management 1	PUN649	Health Care Financial Management
GSN491	Economics in Business 1	PUN632	Health Services Management, Leadership and Change
	Required Units:	PUN615	Advanced Health Service Management
GSN423	Financial Management 2	PUN617	Environmental Health Management
	Elective Units:	PUN688	International Health Policy and Management
	Choose 6 credit points from list of electives below		
	Concentration	<b>Human Resource Management</b>	
	Core Units:		Minor
GSN413	Financial Management 1		Core Units:
GSN491	Economics in Business 1	GSN406	Human Resource Management Issues
	Required Units:	GSN409	Organisational Behaviour 1
GSN423	Financial Management 2		Required Units:
	Elective Units:	MGN427	Human Resource Management
	Choose 18 credit points from list of electives below		Concentration
	Elective List:		Core Units:
GSN430	New Venture Funding	GSN406	Human Resource Management Issues
GSN434	Venture Capital	GSN409	Organisational Behaviour 1
GSN479	Spreadsheet Modelling for Managers		Required Units:
GSN492	Economics in Business 2	MGN427	Human Resource Management
			Elective Units:

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<p>Choose 12 credit points from list of electives below Elective list:</p> <p>GSN419 Organisational Behaviour 2</p> <p>GSN432 New Venture Leadership and HRM</p> <p>GSN452 International Human Resource Management</p> <p>MGN505 Consulting and Change Management</p> <p>MGN421 Strategic HRM</p>	<p>GSN452 International Human Resource Management</p> <p>GSN462 Negotiation Strategies</p> <p>AYN424 International Accounting</p> <p>EFN414 International Finance</p> <p>IBN403 Business in Asia</p> <p>IBN404 Business in Europe</p> <p>IBN409 Negotiating Across Borders</p> <p>IBN410 International Logistics Management</p> <p>IBN421 Marketing Internationally</p> <p>IBN435 Business in Australia</p>
<b>Information Technology Management</b>	
<p>Minor</p> <p>Required Units:</p> <p>GSN490 Managing Technological Innovation</p> <p>Elective Units:</p> <p>Choose 24 credit points from list of electives below</p> <p>Concentration</p> <p>Required Units:</p> <p>GSN490 Managing Technological Innovation</p> <p>Elective Units:</p> <p>Choose 36 credit points from list of electives below</p> <p>Elective List:</p> <p>ITN201 Enterprise Architecture</p> <p>ITN220 Major Issues in Information Systems</p> <p>ITN228 Enterprise Systems</p> <p>ITN241 Information Technology Management</p> <p>ITN255 Knowledge Management</p> <p>ITN264 Information Systems Consulting</p> <p>ITN266 Information Management</p> <p>ITN272 Information Technology Project Management</p> <p>ITN298 Process Engineering</p> <p>ITN330 Information Issues and Values</p>	<p style="background-color: #d3d3d3; padding: 5px;"><b>Leadership</b></p> <p>Minor</p> <p>Core Units:</p> <p>GSN407 Business Communication</p> <p>GSN415 Understanding Leadership</p> <p>Required Units:</p> <p>GSN425 Leadership Development</p> <p>Elective Units:</p> <p>Choose 6 credit points from list of electives below</p> <p>Concentration</p> <p>Core Units:</p> <p>GSN407 Business Communication</p> <p>GSN415 Understanding Leadership</p> <p>Required Units:</p> <p>GSN417 Effective Advocacy for Managers</p> <p>GSN425 Leadership Development</p> <p>Elective Units:</p> <p>Choose 12 credit points from list of electives below</p> <p>Elective List:</p> <p>GSN417 Effective Advocacy for Managers</p> <p>GSN432 New Venture Leadership and HRM</p> <p>GSN456 Personal Development and Ethics for Managers</p> <p>GSN457 Organisational Communication and Influence</p> <p>GSN480 Business Sustainability and Competitive Advantage</p> <p>GSN496 Public Relations and Crisis Management</p> <p>MGN505 Consulting and Change Management</p>
<b>International Business</b>	
<p>Minor</p> <p>Core Unit:</p> <p>GSN401 Managing in the Global Business Environment</p> <p>Elective Units:</p> <p>Choose 18 credit points from list of electives below</p> <p>Concentration</p> <p>Core Unit:</p> <p>GSN401 Managing in the Global Business Environment</p> <p>Elective Units:</p> <p>Choose 30 credit points from list of electives below</p> <p>Elective List:</p> <p>GSN428 International Study Tour</p> <p>GSN444 Special Topic 1</p>	<p style="background-color: #d3d3d3; padding: 5px;"><b>Marketing</b></p> <p>Minor</p> <p>Core Units:</p> <p>GSN408 Fundamentals of Marketing Management</p> <p>Required Units:</p> <p>GSN418 Marketing Strategy Development</p> <p>Elective Units:</p> <p>Choose 12 credit points from list of electives</p>

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	below Concentration	GSN486	Accounting Issues for Philanthropic & Nonprofit Organisations
	Core Units:	GSN487	Marketing for the Nonprofit Sector
GSN408	Fundamentals of Marketing Management	GSN488	Fundraising Development Principles
	Required Units:	GSN489	Fundraising Development Techniques
GSN418	Marketing Strategy Development		<b>Project Management</b>
	Elective Units:		Minor
	Choose 24 credit points from list of electives below		Required Units:
	Elective List:	GSN440	Risk Management 1
GSN429	New Venture Marketing	GSN442	Project Management 1
GSN447	Strategic Internet Marketing 1	GSN443	Project Management 2
GSN476	Sales Management		Elective Units:
GSN479	Spreadsheet Modelling for Managers		Choose 6 credit points from list of electives below
GSN487	Marketing for the Nonprofit Sector		Concentration
GSN493	Customer Relationship Management		Required Units:
GSN496	Public Relations and Crisis Management	GSN440	Risk Management 1
AMN400	Consumer Behaviour	GSN442	Project Management 1
AMN401	Integrated Marketing Communication	GSN443	Project Management 2
AMN403	Marketing and Survey Research		Elective Units:
AMN420	Advertising Management		Choose 18 credit points from list of electives below
AMN421	Contemporary Issues in Advertising		Elective List:
AMN423	Strategies for Creative Advertising	GSN438	Production and Operations Management 1
AMN461	Corporate Media Strategy and Tactics	GSN441	Risk Management 2
AMN465	Public Relations Management	GSN461	Making Change Work
	<b>Philanthropy and Nonprofit Studies</b>	GSN477	Contract Management
	Minor	GSN479	Spreadsheet Modelling for Managers
	Required Units:		<b>Public Management</b>
GSN224	Corporate Philanthropy		Minor:
GSN481	Philanthropic and Nonprofit Frameworks of Governance		Choose 24 credit points from the list below:
GSN482	Philanthropic and Nonprofit Economics		Concentration
	Concentration		Choose 36 credit points from the list below:
	Required Units:	MGN516	Policy Analysis
GSN224	Corporate Philanthropy	MGN517	Program Evaluation
GSN481	Philanthropic and Nonprofit Frameworks of Governance	MGN402	Government-Business Relations
GSN482	Philanthropic and Nonprofit Economics	MGN426	International Trends in Public Management
	Elective Units:		<b>Strategy</b>
	Choose 12 credit points from list of electives below		Minor
	Elective List:		Core Units:
GSN233	Special Topic in Philanthropy and Nonprofit Studies	GSN405	Strategic Management
GSN483	Ethics for Philanthropic and Nonprofit Organisations		Required Units:
GSN484	Management for Philanthropic and Nonprofit Organisations	GSN474	Strategy Planning & Development
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations		Elective Units:
			Choose 12 credit points from list of electives below
			Concentration

## Core Units:

GSN405 Strategic Management

## Required Unit:

GSN474 Strategy Planning &amp; Development

## Elective Units:

Choose 24 credit points from list of electives below

## Elective List:

GSN420 New Venture Strategy

GSN426 Business Plans 2

GSN431 New Venture Growth and Transitions

GSN461 Making Change Work

GSN475 Strategic Analysis

GSN494 Innovating for Business Competitiveness

MGN505 Consulting and Change Management

**Potential Careers:**

Accountant, Administrator, Advertising Professional, Arts Administrator, Banker, Banking and Finance Professional, Business Analyst, Contract Administrator, Corporate Secretary, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Network Administrator, Network Manager, Policy Officer, Property Management, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Risk Manager.



## Graduate Certificate in Business Administration (GS87)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 031575D

**Course duration (full-time):** 1 semester

**Domestic fees (per credit point):** 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$20,160

**International Fees (per semester):** 2007:\$11,500 per semester (*subject to annual review*)

**International Entry:** Six entry points per year.

**Total credit points:** 48

**Standard credit points per full-time semester:** 48

**Course coordinator:** Dr Lyndal Drennan, MBA Director: Telephone (07) 3864 1419, Fax (07) 3864 1299, email: [mbadirector@qut.edu.au](mailto:mbadirector@qut.edu.au)

**Campus:** Gardens Point

### Overview

The Graduate Certificate in Business Administration allows professionals to update their skills in selected core business discipline areas.

### Entry Requirements

To be considered for admission, applicants must first:  
 - demonstrate proficiency in the English language; and  
 - have at least two years work experience

Then, points are awarded for the extent of prior work experience, prior academic results, and evidence of management aptitude. If an applicant is awarded 15 or more points from a minimum of two criteria, he/she will be offered admission. For further information, including details regarding the allocation of points, please see the table at: [www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp](http://www.bgsb.qut.com/prosstudents/admissioninfo/entryrequire/index.jsp)

### Course Design

Students must complete a minimum of 6 units (36 credit points) from the MBA core and no more than 12 credit points of elective units.

BGSB offers six credit point units, delivered in seven-week modules giving students the flexibility to commence study at the beginning or mid-point of any semester, offering six different entry points each year.

Students who successfully complete the Graduate Certificate in Business Administration program with a GPA of 4.5 or above (on a 7 point scale) may enrol in the Master of Business Administration (MBA).

### Explanatory Notes

Courses GS42 and GS87 are identical in content.

Course code GS42 is used for all domestic students.

Course code GS87 is used for international students.

### Course structure

Students have two options within this program:

#### Option 1:

Select a minimum of 6 units from the following MBA core units plus no more than 12 credit points of any postgraduate business unit approved by the MBA Director:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN460	Creative Problem Solving
GSN491	Economics in Business 1

#### Option 2:

Select a major (48 credit points) from one of the following study areas:

Corporate Governance:

Required Units:

GSN401	Managing in the Global Business Environment
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN412	Business Law 1
GSN422	Business Law 2
GSN427	Financial Planning and Control
GSN456	Personal Development and Ethics for Managers
GSN472	Legal Principles of Corporate Governance

Elective Units:

Choose up to 12 credit points from this list below only if substitution has been granted for equivalent required units:

GSN224	Corporate Philanthropy
GSN233	Special Topic in Philanthropy and Nonprofit Studies
GSN480	Business Sustainability and Competitive Advantage
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN484	Management for Philanthropic and Nonprofit Organisations
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN486	Accounting Issues for Philanthropic & Nonprofit

Organisations

Entrepreneurship and Innovation:

Required Units:

- GSN401 Managing in the Global Business Environment
- GSN403 Understanding Data
- GSN404 Financial Statements Analysis
- GSN405 Strategic Management
- GSN408 Fundamentals of Marketing Management
- GSN410 Entrepreneurship
- GSN420 New Venture Strategy
- GSN460 Creative Problem Solving

Leadership:

Required Units:

- GSN401 Managing in the Global Business Environment
- GSN407 Business Communication
- GSN409 Organisational Behaviour 1
- GSN415 Understanding Leadership
- GSN417 Effective Advocacy for Managers
- GSN425 Leadership Development

Elective Units:

Choose 12 credit points from this list below:

- GSN221 Special Topic 1
- GSN419 Organisational Behaviour 2
- GSN456 Personal Development and Ethics for Managers
- GSN461 Making Change Work
- GSN462 Negotiation Strategies

Strategy

Required Units:

- GSN401 Managing in the Global Business Environment
- GSN405 Strategic Management
- GSN408 Fundamentals of Marketing Management
- GSN474 Strategy Planning & Development

Elective Units:

Choose 24 credit points from this list below:

- GSN410 Entrepreneurship
- GSN418 Marketing Strategy Development
- GSN420 New Venture Strategy
- GSN475 Strategic Analysis
- MGN505 Consulting and Change Management

**Potential Careers:**

Administrator, Banking and Finance Professional, Manager.

**Bachelor of Journalism/Bachelor of Business (Advertising, International Business, Public Relations) (IF05)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 040312G

**Course duration (full-time):** 4/4.5 Years (8 or 9 Semesters - students may choose); Int'l - 9 semesters

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$15360

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February and July

**QTAC code:** 409172

**Past rank cut-off:** 90

**Past OP cut-off:** 6

**OP Guarantee:** Yes

**Assumed knowledge:** English (4,SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 432

**Standard credit points per full-time semester:** 48 (Years 1 & 2); 60 (Years 3 & 4)

**Course coordinator:** Associate Professor Adrian Thomas (Creative Industries); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr Leo Bowman (Journalism); Dr Gayle Kerr (Advertising); Mr Simon Ridings (International Business); Ms Robina Xavier (Public Relations)

**Campus:** Gardens Point and Kelvin Grove

**Discontinuation**

Students should note that from Semester 1, 2007 this course has been renamed and recoded to IX36 Bachelor of Business/Bachelor of Journalism. Therefore, there will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2007, are able to remain enrolled in it.

For course structure information on the new course, please refer to the new course.

**Overview**

This four-and-a-half year professional course links Journalism with business studies in Advertising, International Business or Public Relations and is the choice of about one-third of commencing journalism students. In addition to the all-media journalism subjects, students cover a broad range of business subjects and specialise in advertising, public relations, globalisation, international business development or global economics.

**Career Outcomes**

Advertising graduates enter the marketplace as copywriters, media planners, account executives, media representatives, product managers and researchers. The International Business major equips graduates for careers in companies

engaged in international trade, multinational companies and financial institutions dealing with international marketing and investments. Public Relations graduates enter the marketplace as public relations managers and consultants, editors of trade and specialist publications, speechwriters, information officers, corporate communication officers and professionals, and special events managers. Journalism graduates are prepared for careers in both print and broadcast journalism, and opportunities also exist to become press secretaries and media officers.

**Professional Recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

\*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association and the Queensland Commercial Radio Association;

\*International Business - Australian Institute of Export;

\*Public Relations - Public Relations Institute of Australia.

The Journalism degree is recognised by the Australian Journalists Association section of the Media Entertainment and Arts Alliance.

**Course Design**

Students are required to complete 432 credit points, comprised of 240 credit points from the Bachelor of Business program and 192 credit points from the Bachelor of Journalism program.

For the Business component, students must complete the 96 credit point Faculty Core Units together with a 72 credit point Major and a further 72 credit points in which the student must complete one of the following: Double Major, Extended Major or Specialisation.

**Deferment**

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

**Course structure - Advertising (8 Semester concurrent model)**

<b>Year 1, Semester 1</b>	
	Creative Industries Faculty Core Unit
BSB122	Quantitative Analysis and Finance
BSB126	Marketing
KJB120	Newswriting
<b>Year 1, Semester 2</b>	

## BUSINESS

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KJB101	Journalism Information Systems Creative Industries Faculty Core Unit

Notes entry for information on Business double major/extended major/specialisation units

### Course structure - Advertising (9 Semester concurrent model)

#### Year 2, Semester 1

KJB121	Journalistic Inquiry
AMB221	Advertising Copywriting
BSB119	International and Electronic Business
KPB101	Foundations of Film and Television Production

#### Year 1, Semester 1

BSB122	Quantitative Analysis and Finance
BSB126	Marketing
KJB120	Newswriting Creative Industries Faculty Core Unit

#### Year 2, Semester 2

AMB222	Media Planning
KJB232	Radio and Television Journalism 1
KJB224	Feature Writing Business Double Major / Extended Major / Specialisation Unit

#### Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KJB101	Journalism Information Systems Creative Industries Faculty Core Unit

#### Year 3, Semester 1

BSB113	Economics
BSB115	Management, People and Organisations
KJB322	Desktop Publishing And Editing
KJB338	Radio and Television Journalism 2 Business Double Major / Extended Major / Specialisation Unit

#### Year 2, Semester 1

AMB221	Advertising Copywriting
BSB119	International and Electronic Business
KJB121	Journalistic Inquiry
KPB101	Foundations of Film and Television Production

#### Year 3, Semester 2

BSB110	Accounting
BSB114	Government, Business and Society
KJB303	News Production Business Double Major/Extended Major/Specialisation unit Creative Industries Elective Unit

#### Year 2, Semester 2

AMB222	Media Planning
KJB232	Radio and Television Journalism 1
KJB224	Feature Writing Business Double Major / Extended Major / Specialisation Unit

#### Year 3, Semester 1

BSB115	Management, People and Organisations
KJB322	Desktop Publishing And Editing
KJB338	Radio and Television Journalism 2 Business Double Major / Extended Major / Specialisation Unit

#### Year 4, Semester 1

AMB320	Advertising Management
BSB111	Business Law and Ethics
KJB239	Journalism Ethics and Issues Business Double Major/Extended Major/Specialisation unit Creative Industries Faculty Elective Unit

#### Year 3, Semester 2

BSB114	Government, Business and Society
KJB303	News Production Creative Industries Elective Unit Business Double Major / Extended Major / Specialisation Unit

#### Year 4, Semester 2

AMB321	Advertising Campaigns
KJB337	Public Affairs Reporting Creative Industries Elective Unit Business Double Major / Extended Major / Specialisation Unit Business Double Major / Extended Major / Specialisation Unit

#### Year 4, Semester 1

AMB320	Advertising Management
BSB111	Business Law and Ethics
KJB239	Journalism Ethics and Issues Business Double Major / Extended Major / Specialisation Unit

#### Business units

Students should refer to the BS56 Course

#### Year 4, Semester 2

KJB337	Public Affairs Reporting
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## BUSINESS

AMB321 Advertising Campaigns  
Business Double Major / Extended Major /  
Specialisation Unit  
Creative Industries Elective Unit

### Year 5, Semester 1

BSB110 Accounting  
BSB113 Economics  
Business Double Major / Extended Major /  
Specialisation Unit  
Creative Industries Elective Unit

### Business units

Students should refer to the BS56 Course  
Notes entry for information on Business double  
major/extended major/specialisation units

### Course structure - International Business (With no Language - 8 Semester Concurrent Model)

#### Year 1, Semester 1

BSB114 Government, Business and Society  
BSB119 International and Electronic Business  
KJB120 Newswriting  
Creative Industries Faculty Core Unit

#### Year 1, Semester 2

BSB113 Economics  
BSB115 Management, People and Organisations  
KJB101 Journalism Information Systems  
Creative Industries Faculty Core Unit

#### Year 2, Semester 1

BSB110 Accounting  
BSB126 Marketing  
KPB101 Foundations of Film and Television Production  
KJB121 Journalistic Inquiry

#### Year 2, Semester 2

IBB202 Fundamentals of International Finance  
IBB213 International Marketing  
KJB232 Radio and Television Journalism 1  
KJB224 Feature Writing

#### Year 3, Semester 1

IBB210 Export Management  
International Business Area Study 1  
Business Double Major / Extended Major /  
Specialisation Unit  
KJB322 Desktop Publishing And Editing  
KJB338 Radio and Television Journalism 2

#### Year 3, Semester 2

BSB111 Business Law and Ethics

KJB303 News Production  
Business Double Major / Extended Major /  
Specialisation Unit  
Creative Industries Elective unit  
International Business Area Study 2

### Year 4, Semester 1

BSB122 Quantitative Analysis and Finance  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit  
KJB239 Journalism Ethics and Issues  
Creative Industries Elective Unit

### Year 4, Semester 2

IBB300 International Business Strategy  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit  
Creative Industries Elective Unit  
KJB337 Public Affairs Reporting

### International Business Area Study Options:

Students must complete one of the following  
pairs of area study units:

IBB208 European Business Development  
IBB308 Contemporary Business in Europe  
OR  
IBB217 Asian Business Development  
IBB317 Contemporary Business in Asia

### Business units

Students should refer to the BS56 Course  
Notes entry for information on Business double  
major/extended major/specialisation units

### Course structure - International Business (With no Language - 9 Semester Concurrent Model)

#### Year 1, Semester 1

BSB114 Government, Business and Society  
BSB119 International and Electronic Business  
KJB120 Newswriting  
Creative Industries Faculty Core Unit

#### Year 1, Semester 2

BSB113 Economics  
BSB115 Management, People and Organisations  
KJB101 Journalism Information Systems  
Creative Industries Faculty Core Unit

#### Year 2, Semester 1

## BUSINESS

BSB110	Accounting
BSB126	Marketing
KPB101	Foundations of Film and Television Production
KJB121	Journalistic Inquiry

### Year 2, Semester 2

IBB202	Fundamentals of International Finance
IBB213	International Marketing
KJB232	Radio and Television Journalism 1
KJB224	Feature Writing

### Year 3, Semester 1

IBB210	Export Management
KJB322	Desktop Publishing And Editing
KJB338	Radio and Television Journalism 2 International Business Area Study 1

### Year 3, Semester 2

BSB111	Business Law and Ethics
KJB303	News Production Creative Industries Elective Unit International Business Area Study 2

### Year 4, Semester 1

BSB122	Quantitative Analysis and Finance
KJB239	Journalism Ethics and Issues Business Double Major / Extended Major / Specialisation Unit Business Double Major/Extended Major/Specialisation Unit

### Year 4, Semester 2

IBB300	International Business Strategy
KJB337	Public Affairs Reporting Creative Industries Elective Unit Business Double Major/Extended Major/Specialisation Unit

### Year 5, Semester 1

Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit  
Creative Industries Elective Unit

### International Business Area Study Options:

Students must complete one of the following  
pairs of area study units:

IBB208	European Business Development
IBB308	Contemporary Business in Europe
	OR

IBB217	Asian Business Development
IBB317	Contemporary Business in Asia

### Business Units

Students should refer to the BS56 Course  
Notes entry for information on Business double  
major/extended major/specialisation units

### Course structure - International Business (With Language - 8 Semester Concurrent Model)

#### Year 1, Semester 1

BSB119	International and Electronic Business
KJB120	Newsriting Creative Industries Faculty Core Unit Language 1

#### Year 1, Semester 2

BSB113	Economics
KJB101	Journalism Information Systems Creative Industries Faculty Core Unit Language 2

#### Year 2, Semester 1

BSB126	Marketing
KPB101	Foundations of Film and Television Production
KJB121	Journalistic Inquiry Language 3

#### Year 2, Semester 2

IBB202	Fundamentals of International Finance
KJB232	Radio and Television Journalism 1
KJB224	Feature Writing Language 4

#### Year 3, Semester 1

BSB114	Government, Business and Society
BSB122	Quantitative Analysis and Finance
KJB322	Desktop Publishing And Editing
KJB338	Radio and Television Journalism 2 Language 5 OR
IBB205	Cross-Cultural Communication and Negotiation

#### Year 3, Semester 2

BSB110	Accounting
IBB213	International Marketing
KJB303	News Production Creative Industries Elective unit Language 6 OR International Business Elective Unit

## BUSINESS

Year 4, Semester 1	
BSB115	Management, People and Organisations
IBB210	Export Management
KJB239	Journalism Ethics and Issues
	International Business Study Area 1
	Creative Industries Elective Unit

Year 4, Semester 2	
BSB111	Business Law and Ethics
IBB300	International Business Strategy
KJB337	Public Affairs Reporting
	International Business Area Study 2
	Creative Industries Elective Unit

International Area Study Units	
	Students must complete one of the following pairs of area study units:
IBB208	European Business Development
IBB308	Contemporary Business in Europe
	OR
IBB217	Asian Business Development
IBB317	Contemporary Business in Asia

List Of Languages:	
	FRENCH
	INDONESIAN
	JAPANESE
	GERMAN

### Course structure - International Business (With Language - 9 Semester Concurrent Model)

Year 1, Semester 1	
BSB119	International and Electronic Business
KJB120	Newswriting
	Creative Industries Faculty Core Unit
	Language 1

Year 1, Semester 2	
BSB113	Economics
KJB101	Journalism Information Systems
	Creative Industries Faculty Core Unit
	Language 2

Year 2, Semester 1	
BSB126	Marketing
KPB101	Foundations of Film and Television Production
KJP121	Journalistic Inquiry
	Language 3

Year 2, Semester 2	
IBB202	Fundamentals of International Finance

KJB232	Radio and Television Journalism 1
KJB224	Feature Writing
	Language 4

Year 3, Semester 1	
BSB122	Quantitative Analysis and Finance
KJB322	Desktop Publishing And Editing
KJB338	Radio and Television Journalism 2
	Language 5
	OR
IBB205	Cross-Cultural Communication and Negotiation

Year 3, Semester 2	
IBB213	International Marketing
KJB303	News Production
	Creative Industries Elective Unit
	Language 6
	OR
	International Business Elective Unit (IBB2xx or IBB3xx)

Year 4, Semester 1	
BSB115	Management, People and Organisations
IBB210	Export Management
	International Business Area Study 1
KJB239	Journalism Ethics and Issues

Year 4, Semester 2	
IBB300	International Business Strategy
KJB337	Public Affairs Reporting
	Creative Industries Elective Unit
	International Business Area Study 2

Year 5, Semester 1	
BSB110	Accounting
BSB111	Business Law and Ethics
BSB114	Government, Business and Society
	Creative Industries Elective Unit

International Business Area Study Units	
	Students must complete one of the following pairs of area study units:
IBB208	European Business Development
IBB308	Contemporary Business in Europe
	OR
IBB217	Asian Business Development
IBB317	Contemporary Business in Asia

List Of Languages:	
	FRENCH
	INDONESIAN

JAPANESE  
GERMAN

Creative industries Faculty Elective Unit

**Course structure - Public Relations (8 Semester concurrent model)**

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing  
KJB120 Newswriting  
Creative Industries Faculty Core Unit

**Year 1, Semester 2**

AMB260 Public Relations Theory and Practice  
BSB119 International and Electronic Business  
KJB101 Journalism Information Systems  
Creative Industries Faculty Core Unit

**Year 2, Semester 1**

AMB201 Marketing and Audience Research  
AMB261 Media Relations and Publicity  
KJB121 Journalistic Inquiry  
KPB101 Foundations of Film and Television Production

**Year 2, Semester 2**

AMB262 Public Relations Writing  
KJB224 Feature Writing  
KJB232 Radio and Television Journalism 1  
Business Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations  
KJB322 Desktop Publishing And Editing  
Business Double Major / Extended Major / Specialisation Unit  
KJB338 Radio and Television Journalism 2

**Year 3, Semester 2**

BSB110 Accounting  
BSB114 Government, Business and Society  
KJB303 News Production  
Creative Industries Elective unit  
Business Double Major/Extended Major/Specialisation Unit

**Year 4, Semester 1**

AMB360 Corporate Communication Management  
BSB111 Business Law and Ethics  
KJB239 Journalism Ethics and Issues  
Business Double Major/Extended Major/Specialisation Unit

**Year 4, Semester 2**

AMB361 Public Relations Campaigns  
KJB337 Public Affairs Reporting  
Creative Industries Elective Unit  
Business Double Major / Extended Major / Specialisation Unit  
Business Double Major / Extended Major / Specialisation Unit

**Business Units**

Students should refer to the BS56 Course Notes entry for information on Business double major/extended major/specialisation units

**Course structure - Public Relations (9 Semester concurrent model)**

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing  
KJB120 Newswriting  
Creative Industries Faculty Core Unit

**Year 1, Semester 2**

AMB260 Public Relations Theory and Practice  
BSB119 International and Electronic Business  
KJB101 Journalism Information Systems  
Creative Industries Faculty Core Unit

**Year 2, Semester 1**

AMB201 Marketing and Audience Research  
AMB261 Media Relations and Publicity  
KPB101 Foundations of Film and Television Production  
KJB121 Journalistic Inquiry

**Year 2, Semester 2**

AMB262 Public Relations Writing  
KJB232 Radio and Television Journalism 1  
KJB224 Feature Writing  
Business Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 1**

BSB115 Management, People and Organisations  
Business Double Major / Extended Major / Specialisation Unit  
KJB322 Desktop Publishing And Editing  
KJB338 Radio and Television Journalism 2

**Year 3, Semester 2**

BSB113 Economics  
KJB303 News Production



Business Double Major / Extended Major /  
Specialisation Unit

Creative Industries Elective Unit

**Year 4, Semester 1**

AMB360 Corporate Communication Management  
BSB111 Business Law and Ethics  
KJB239 Journalism Ethics and Issues  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 4, Semester 2**

AMB361 Public Relations Campaigns  
KJB337 Public Affairs Reporting  
Creative Industries Elective Unit  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 5, Semester 1**

BSB110 Accounting  
BSB114 Government, Business and Society  
Business Double Major / Extended Major /  
Specialisation Unit  
Creative Industries Faculty Elective Unit

**Business Units**

Students should refer to the BS56 Course  
Notes entry for information on Business double  
major/extended major/specialisation units

The units AMB201 Market and Audience  
Research and MGB220 Management  
Research Methods are incompatible units.  
Students undertaking HRM or Management as  
a double major should contact the school for  
enrolment advice. From Semester 2, 2003  
students who complete both MGB220 &  
AMB201 will be required to undertake an  
approved substitute unit to satisfy course  
requirements.

**Creative Industries Core Units**

KKB007 Introduction to Multimedia Technology  
KKB008 Narrative in the Creative Industries  
KKB009 Writing for Creative Industries  
KKB010 Cultures and Creativity  
KKB018 Creative Industries  
\* KKB007 and KKB009 are recommended for  
first year students.  
\*\* KKB018 is not recommended for first year  
students until their second semester.

**Creative Industries Faculty Undergraduate Open  
Electives**

**Creative Industries Faculty Undergraduate Open Electives**

These unit offerings are current at the time of

publication but are subject to change.

Rules for selecting electives:

\* you must obey any elective rules as set out in  
your course requirements

\* you cannot select a unit that forms part of the  
compulsory units of your course or the  
compulsory units of your chosen sub-major  
area.

\* you must have successfully completed any  
pre/co-requisite units applicable

\* the offering of elective units is subject to  
sufficient student enrolment numbers and staff  
availability

\* some units are subject to quota restrictions

\* KK33, KK34, KJ32, KM32, IX07 and IX16  
students ONLY are permitted to select  
electives from outside the Faculty of Creative  
Industries

**Semester 1**

Media & Communication Discipline  
KCB101 Communication in the New Economy  
KCB102 Media and Society: From Printing Press to  
Internet  
KCB103 Strategic Speech Communication  
KCB201 Virtual Cultures  
KCB302 Political Communication  
Communication Design Discipline  
KIB201 Interactive Writing  
KIB108 Animation Practices  
Dance Discipline  
KDB105 Architecture of the Body  
KDB108 World Dance  
KDB110 Deconstructing Dance in History  
Fashion Discipline  
KFB103 Introduction to Fashion Design  
Journalism Discipline  
KJB101 Journalism Information Systems  
KJB120 Newswriting  
KJB121 Journalistic Inquiry  
KJB224 Feature Writing  
KJB239 Journalism Ethics and Issues  
Faculty  
KKB004 Indigenous Creative Industries  
KKB210 Computational Arts 1  
KKB290 Supervised Group Project  
KKB320 Workplace Learning  
KKB330 Workplace Learning  
KKB340-2 Workplace Learning  
KKB340-1 Workplace Learning  
KKB357 Independent Study  
Music & Sound Discipline

## BUSINESS

KMB002	Music and Spirituality	KIB202	Enabling Immersion
KMB003	Sex Drugs Rock 'n' roll		Dance Discipline
KMB004	World Music	KDB106	Dance Analysis
KMB104	Music and Sound Skills	KDB109	Funk, Tap and all that Jazz
KMB105	Music and Sound Technology	KDB204	Australian Dance
KMB107	Sound, Image, Text		Faculty
KMB108	Sound Recording and Acoustics	KKB290	Supervised Group Project
	Film & Television Discipline	KKB211	Computational Arts 2
KPB102	Film History	KKB320	Workplace Learning
KPB106	Australian Television	KKB330	Workplace Learning
KPB108	Media Text Analysis	KKB340-1	Workplace Learning
KPB203	Australian Film	KKB340-2	Workplace Learning
KPB303	Critical Thinking About Television	KKB357	Independent Study
	Performance Studies Discipline		Fashion Discipline
KTB061	Creative Industries Management	KFB105	Fashion and Modernity
KTB062	Creative Industries Events and Festivals		Journalism Discipline
KTB101	20th Century Performance	KJB101	Journalism Information Systems
KTB204	Understanding Performance	KJB120	Newswriting
KTB306	Directing for Events and Festivals	KJB121	Journalistic Inquiry
	Visual Arts Discipline	KJB224	Feature Writing
KVB102	Modernism	KJB280	International Journalism
KVB104	Photomedia and Artistic Practice	KJB337	Public Affairs Reporting
KVB110	2D Media and Processes		Music & Sound Discipline
KVB212	Australian Art, Architecture and Design	KMB002	Music and Spirituality
KVB304	Contemporary Art Issues	KMB003	Sex Drugs Rock 'n' roll
	Creative Writing & Cultural Studies Discipline	KMB004	World Music
KWB001	Introduction to Literary Theory and Cultural Studies	KMB007	Introductory Ensemble
KWB003	Modern Times (Literature and Culture in the 20th Century)	KMB105	Music and Sound Technology
KWB005	Wonderlands: Literature and Culture in the 19th Century	KMB107	Sound, Image, Text
KWB101	Introduction to Creative Writing	KMB108	Sound Recording and Acoustics
KWB102	Media Writing		Film & Television Discipline
KWB103	Persuasive Writing	KPB103	Film Genres
KWB104	Creative Writing: The Short Story	KPB104	Film and Television Production Resource Management
KWB105	Film and Television Scriptwriting	KPB107	Television Genres
KWB107	Introduction to Creative Non-Fiction	KPB205	Documentary Theory and Practice
KWB207	Great Books: The Literary Classics	KPB206	International Cinema
			Performance Studies Discipline
		KTB062	Creative Industries Events and Festivals
<b>Semester 2</b>		KTB104	Performance Innovation
	Media & Communication Discipline	KTB207	Staging Australia
KCB101	Communication in the New Economy		Visual Arts Discipline
KCB103	Strategic Speech Communication	KVB103	Australian Art
KCB104	Media and Communications Industries	KVB104	Photomedia and Artistic Practice
KCB105	Media and Communication Research Methods	KVB108	Contemporary Asian Visual Culture
KCB202	New Media Technologies	KVB211	Post 1945 Art
KCB203	Consumer Cultures	KVB306	Video Art and Culture
	Communication Design Discipline	KVB307	Theories of Spatial Culture

	Creative Writing & Cultural Studies Discipline		qualifications in Indonesian should undertake the following unit sequence:
KWB002	Ozlit		
KWB004	Shakespeare, Then and Now	HHB071	Indonesian 1
KWB006	Popular Fictions, Popular Culture	HHB072	Indonesian 2
KWB007	Indigenous Writing	HHB073	Indonesian 3
KWB102	Media Writing	HHB074	Indonesian 4
KWB104	Creative Writing: The Short Story	HHB075	Indonesian 5
KWB105	Film and Television Scriptwriting	HHB076	Indonesian 6
KWB106	Corporate Writing and Editing		2. Students with Year 12 Language qualifications or equivalent in Indonesian should undertake the following unit sequence:
KWB204	Creative Non-Fiction: Life Writing		
KWB206	Youth and Children's Writing	HHB073	Indonesian 3

**NOTES:**

- \* Only one Workplace Learning unit may be completed
- \* KKB290, KKB357, KKB320, KKB330, KKB340-1 and KKB340-2 are only available to students enrolled in Creative Industries courses.

**List of Languages**

**List of Languages**

The same language must be studied for at least four levels and unit codes are sequential (eg. French HHB061, HHB062, HHB063, HHB064). With the permission of the Major Coordinator, and where available, languages other than those listed may be taken, including languages studied at another university. International students must take a language that is not their native tongue. The language units are as follows:

**French**

1. Students without Year 12 Language qualifications in French should undertake the following unit sequence:

HHB061	French 1
HHB062	French 2
HHB063	French 3
HHB064	French 4
HHB065	French 5
HHB066	French 6

2. Students with Year 12 Language qualifications or equivalent in French should undertake the following unit sequence:

HHB063	French 3
HHB064	French 4
HHB065	French 5
HHB066	French 6
HHB067	French 7
HHB068	French 8

**INDONESIAN**

1. Students without Year 12 Language

**JAPANESE**

1. Students without Year 12 Language qualifications in Japanese should undertake the following unit sequence:

HHB081	Japanese 1
HHB082	Japanese 2
HHB083	Japanese 3
HHB084	Japanese 4
HHB085	Japanese 5
HHB086	Japanese 6

2. Students with Year 12 Language qualifications or equivalent in Japanese should undertake the following unit sequence:

HHB083	Japanese 3
HHB084	Japanese 4
HHB085	Japanese 5
HHB086	Japanese 6
HHB087	Japanese 7
HHB088	Japanese 8

**GERMAN**

1. Students without Year 12 Language qualifications in German should undertake the following unit sequence:

HHB091	German 1
HHB092	German 2
HHB093	German 3
HHB094	German 4
HHB095	German 5
HHB096	German 6

2. Students with Year 12 Language qualifications or equivalent in German should undertake the following unit sequence:

HHB093	German 3
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HHB094	German 4
HHB095	German 5
HHB096	German 6
HHB097	German 7
HHB098	German 8

**Potential Careers:**

Advertising Professional, Marketing Officer/Manager, Media Industry Specialist, Public Relations Officer/Consultant, Publishing Professional.

## University Diploma in Professional Communication (IF06)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 039083D

**Course duration (full-time):** 2 semesters

**International Fees (per semester):** 2007:\$7,500 per semester (*subject to annual review*)

**International Entry:** February, June and October

**Total credit points:** 96

**Standard credit points per full-time semester:** 48

**Course coordinator:** Elizabeth McDade

**Campus:** Kelvin Grove

### Abbreviation

UnivDipProfComn

### Entry Requirements - Academic

Successful completion of senior high school with the required grades. Students can find more country specific entry requirements at the following web site:

<http://www.international.qut.edu.au/apply/howtoapply/entryreqs/academic.jsp>

### Entry Requirements - English language

Queensland Senior English (Low Achievement) or IELTS 5.5 with no sub-score less than 5.0 or TOEFL 525 (paper), TOEFL 193 (CBT) or equivalent, or successful completion of the EAP program. (N.B. Students should also check visa requirements).

### Description

The University Diploma in Professional Communication, which has intakes for international students in February, June and October, is equivalent to the first year of the Bachelor of Mass Communication and a range of Creative Industries degrees (see list below). In this program, students study six faculty units as well as two units of Communication which have been designed to support their other units. Student who successfully complete the University Diploma in Professional Communication earn full academic credit for eight units, and articulate to the second year of their chosen degree, except for Bachelor of Fine Art (Film and Television) for which one semester credit only is awarded. Small lectures and tutorials, additional workshops and the support of Language and Welfare Advisers provide an excellent learning environment.

### Course Completion

Students must obtain at least a grade of 4 (Pass) in at least seven units and a grade of 3 (Low Pass) in the remaining unit.

### Progression

Requirements for a guaranteed place in the second year of the following QUT Bachelors degrees:

- i) fulfil the University Diploma course requirements,
- ii) an IELTS score of 6.5 or its equivalent,
- iii) achieve a minimum Grade Point Average (GPA) as

detailed below for the following course:

### Grade Point Average of at least 4 for:

Bachelor of Mass Communication

Bachelor of Creative Industries (Interdisciplinary Studies)

### Grade Point Average of at least 4.5 for:

Bachelor of Creative Industries (Media and Communication)

Bachelor of Creative Industries (Creative Writing)

Bachelor of Journalism

### Grade Point Average of at least 5.0 for:

Bachelor of Creative Industries (Communication Design)

Bachelor for Fine Arts (Film and Television)\*

\*Please note that students articulating to Bachelor of Fine Arts (Film and Television) will only receive 1 semester of credit.

### Full-time course structure

#### Semester One

KKD009 Writing For Creative Industries

KKD010 Cultures and Creativity

BSD126 Marketing

QCD110 Communication for Business 1

Note: KKD009 and KKD010 are offered in ALTERNATE semesters.

#### Semester Two

KKD018 Creative Industries

KKD007 Introduction To Multimedia Technology

QCD210 Communication for Business 2

Elective

Note: KKD018 and KKD007 are offered in ALTERNATE semesters.

#### Electives

BSD110 Accounting

BSD113 Economics

BSD115 Management, People and Organisations

BSD119 International and Electronic Business

BSD122 Quantitative Analysis and Finance

ITD001 Problem Solving and Programming

ITD002 IT Professional Studies

ITD004 Database Systems

ITD005 Systems Architecture

ITD006 Networks

### Potential Careers:

Academic, Administrator, Advertising Professional, Animator, Art Project Manager, Art Writer, Arts Administrator, Community Education Officer, Computer Games Developer, Corporate Secretary, Creative Writer, Curator, Diplomat, Educator, English Teacher, Financial Advisor/Analyst, Government Officer, Higher Education

Worker, Human Resource Manager, Information Officer, Journalist, Manager, Marketing Officer/Manager, Organisational Communication Specialist, Policy Officer, Public Servant, Publishing Professional, Secondary School Teacher, TAFE Teacher, Teacher, Theatre Professionals, Trainer, Web Designer.

## **Bachelor of Creative Industries (Media and Communication)/Bachelor of Business (Advertising, International Business, Public Relations) (IF09)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 040286E

**Course duration (full-time):** 4/4.5 years (8 or 9 Semesters - Students may choose)

**Domestic fees (per credit point):** Commonwealth Supported Place; Full Fee Tuition 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$15360

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February and July

**QTAC code:** 409182

**Past rank cut-off:** 82

**Past OP cut-off:** 9

**Assumed knowledge:** English (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 432

**Standard credit points per full-time semester:** 48 (Years 1 & 2), 60 (Years 3 & 4)

**Course coordinator:** Associate Professor Adrian Thomas (Creative Industries); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr Gayle Kerr (Advertising); Mr Simon Ridings (International Business); Ms Robina Xavier (Public Relations); Dr Jason Sternberg (Media & Communication)

**Campus:** Gardens Point and Kelvin Grove

### **Discontinuation**

Students should note that from Semester 1, 2007 this course has been renamed and recoded to IX34 Bachelor of Business/Bachelor of Creative Industries. Therefore, there will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2007, are able to remain enrolled in it.

For course structure information on the new course, please refer to the new course.

### **OP Guarantee**

The OP Guarantee does not apply to this course.

### **Overview**

Units in media and communication provide both practical skills and contextual understanding of the rapidly growing media and communication industries, preparing graduates for employment in these sectors as they are transformed by digital media development, globalisation and convergence. Students can select business units in either advertising, international business or public relations with areas covered including advertising, public relations, globalisation, international business development and the world economy.

For further information see the Bachelor of Creative Industries (Media and Communication) course entry and the Bachelor of Business (Advertising, International Business or Public Relations) course entry in the Business and Tourism section.

### **Career Outcomes**

Media and Communication graduates work as media and communication officers for private sector, government and non-government organisations as well as media researchers and policy developers. Advertising graduates enter the marketplace as copywriters, media planners, account executives, media representatives, product managers and researchers. The international business major equips graduates for careers with companies engaged in international trade, multinational companies, and financial institutions dealing with international marketing and investments. Public relations graduates enter the marketplace as public relations managers and consultants, editors of trade and specialist publications, speechwriters, information officers, corporate communication officers and professionals, and special events managers.

### **Professional Recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

\*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association and the Queensland Commercial Radio Association;

\*International Business - Australian Institute of Export;

\*Public Relations - Public Relations Institute of Australia.

### **Course Design**

Students are required to complete 432 credit points comprised of 192 credit points for the Bachelor of Creative Industries component, and 240 credit points for the Bachelor of Business component.

For the Creative Industries (Media and Communication) component, students must complete two (2) Creative Industries Faculty Core units (24 credit points) plus ten (10) Media and Communication Discipline units (120 credit points) plus four (4) Electives (48 credit points).

For the Business component, students must complete the 96 credit point Faculty Core Units together with a 72 credit point Major and a further 72 credit points in which the student must complete one of the following: Double Major, Extended Major or Specialisation.

### **Deferment**

QUT's deferment policy does not apply to this course.

### **Course structure - Advertising (8 semester Concurrent Model)**

## BUSINESS

### Year 1, Semester 1

BSB122	Quantitative Analysis and Finance
BSB126	Marketing
KCB102	Media and Society: From Printing Press to Internet Creative Industries Core Unit

### Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KCB101	Communication in the New Economy
KCB104	Media and Communications Industries

### Year 2, Semester 1

AMB222	Media Planning
BSB119	International and Electronic Business
KCB103	Strategic Speech Communication Creative Industries Core Unit

### Year 2, Semester 2

AMB221	Advertising Copywriting Business Double Major/Extended Major/Specialisation Unit
KCB202	New Media Technologies Creative Industries Elective

### Year 3, Semester 1

BSB113	Economics
BSB115	Management, People and Organisations Business Double Major/Extended Major/Specialisation Unit
KCB301	Media Audiences
KCB201	Virtual Cultures

### Year 3, Semester 2

BSB110	Accounting
BSB114	Government, Business and Society Business Double Major/Extended Major/Specialisation Unit
KCB203	Consumer Cultures Creative Industries Elective

### Year 4, Semester 1

AMB320	Advertising Management
BSB111	Business Law and Ethics Business Double Major/Extended Major/Specialisation Unit
KCB302	Political Communication Creative Industries Elective

### Year 4, Semester 2

AMB321	Advertising Campaigns
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Business Double Major/Extended Major/Specialisation Unit

Business Double Major/Extended Major/Specialisation Unit

KCB304	Managing Communication Resources Creative Industries Elective
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### Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### Course structure - Advertising (9 Semester Concurrent Model)

#### Year 1, Semester 1

BSB122	Quantitative Analysis and Finance
BSB126	Marketing
KCB102	Media and Society: From Printing Press to Internet Creative Industries Core Unit

#### Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KCB101	Communication in the New Economy
KCB202	New Media Technologies

#### Year 2, Semester 1

AMB222	Media Planning
BSB119	International and Electronic Business
KCB103	Strategic Speech Communication Creative Industries Core Unit

#### Year 2, Semester 2

AMB221	Advertising Copywriting Business Double Major / Extended Major / Specialisation Unit
KCB104	Media and Communications Industries Creative Industries Elective

#### Year 3, Semester 1

BSB113	Economics
BSB115	Management, People and Organisations
KCB201	Virtual Cultures
KCB301	Media Audiences

#### Year 3, Semester 2

BSB114	Government, Business and Society Business Double Major / Extended Major / Specialisation Unit
KCB203	Consumer Cultures Creative Industries Elective

#### Year 4, Semester 1



## BUSINESS

AMB320	Advertising Management Business Double Major / Extended Major / Specialisation Business Double Major / Extended Major / Specialisation Unit
KCB302	Political Communication

### Year 4, Semester 2

AMB321	Advertising Campaigns Business Double Major / Extended Major / Specialisation Unit
KCB304	Managing Communication Resources Creative Industries Elective

### Year 5, Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics Business Double Major / Extended Major / Specialisation Unit Creative Industries Elective

### Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### Course structure - International Business (With No Language - 8 Semester Concurrent Model)

#### Year 1, Semester 1

BSB114	Government, Business and Society
BSB119	International and Electronic Business
KCB102	Media and Society: From Printing Press to Internet Creative Industries Core Unit

#### Year 1, Semester 2

BSB113	Economics
BSB115	Management, People and Organisations
KCB101	Communication in the New Economy
KCB104	Media and Communications Industries

#### Year 2, Semester 1

BSB110	Accounting
BSB126	Marketing
KCB103	Strategic Speech Communication Creative Industries Core Unit

#### Year 2, Semester 2

IBB202	Fundamentals of International Finance
IBB213	International Marketing
KCB202	New Media Technologies Creative Industries Elective

#### Year 3, Semester 1

IBB210	Export Management International Business Area Study 1 Business Double Major / Extended Major / Specialisation Unit
KCB301	Media Audiences
KCB201	Virtual Cultures

### Year 3, Semester 2

BSB122	Quantitative Analysis and Finance International Business Area Study 2 Business Double Major / Extended Major / Specialisation Unit
KCB203	Consumer Cultures Creative Industries Elective

### Year 4, Semester 1

BSB111	Business Law and Ethics Business Double Major / Extended Major / Specialisation Unit Business Double Major / Extended Major / Specialisation Unit
KCB302	Political Communication Creative Industries Elective

### Year 4, Semester 2

IBB300	International Business Strategy Business Double Major / Extended Major / Specialisation Unit Business Double Major / Extended Major / Specialisation Unit
KCB304	Managing Communication Resources Creative industries Elective

### International Business Area Study Units

Students must complete one of the following pairs of area study units:

IBB208	European Business Development
IBB308	Contemporary Business in Europe OR
IBB217	Asian Business Development
IBB317	Contemporary Business in Asia

### Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### Course structure - International Business (With No Language - 9 Semester Concurrent Model)

#### Year 1, Semester 1

BSB114	Government, Business and Society
BSB119	International and Electronic Business
KCB102	Media and Society: From Printing Press to Internet

Creative Industries Core Unit

**Year 1, Semester 2**

- BSB113 Economics
- BSB115 Management, People and Organisations
- KCB101 Communication in the New Economy
- KCB202 New Media Technologies

**Year 2, Semester 1**

- BSB110 Accounting
- BSB126 Marketing
- KCB103 Strategic Speech Communication
- Creative Industries Core Unit

**Year 2, Semester 2**

- IBB202 Fundamentals of International Finance
- IBB213 International Marketing
- KCB104 Media and Communications Industries
- Creative Industries Elective

**Year 3, Semester 1**

- IBB210 Export Management
- International Business Area Study 1
- KCB301 Media Audiences
- KCB201 Virtual Cultures

**Year 3, Semester 2**

- BSB122 Quantitative Analysis and Finance
- International Business Area Study 2
- KCB203 Consumer Cultures
- Creative Industries Elective

**Year 4, Semester 1**

- BSB111 Business Law and Ethics
- Business Double Major / Extended Major / Specialisation Unit
- Business Double Major / Extended Major / Specialisation Unit
- KCB302 Political Communication

**Year 4, Semester 2**

- IBB300 International Business Strategy
- Business Double Major / Extended Major / Specialisation Unit
- KCB304 Managing Communication Resources
- Creative industries Elective

**Year 5, Semester 1**

- Business Double Major/Extended Major/Specialisation Unit
- Business Double Major/Extended Major/Specialisation Unit
- Business Double Major/Extended

Major/Specialisation Unit

Creative Industries Elective

**International Business Area Study Units**

Students must complete one of the following pairs of area study units:

- IBB208 European Business Development
- IBB308 Contemporary Business in Europe
- OR
- IBB217 Asian Business Development
- IBB317 Contemporary Business in Asia

**Business Units**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

**Course structure -International Business (With Language - 8 Semester Concurrent Model)**

**Year 1, Semester 1**

- BSB119 International and Electronic Business
- Language 1
- KCB102 Media and Society: From Printing Press to Internet
- Creative Industries Core Unit

**Year 1, Semester 2**

- BSB113 Economics
- Language 2
- KCB101 Communication in the New Economy
- KCB202 New Media Technologies

**Year 2, Semester 1**

- BSB122 Quantitative Analysis and Finance
- Language 3
- KCB103 Strategic Speech Communication
- Creative Industries Core Unit

**Year 2, Semester 2**

- IBB202 Fundamentals of International Finance
- Language 4
- KCB104 Media and Communications Industries
- Creative Industries Elective

**Year 3, Semester 1**

- BSB114 Government, Business and Society
- BSB126 Marketing
- Language 5
- OR
- IBB205 Cross-Cultural Communication and Negotiation
- KCB201 Virtual Cultures
- KCB301 Media Audiences

## BUSINESS

### Year 3, Semester 2

BSB110	Accounting
IBB213	International Marketing Language 6 OR International Business Elective Unit (IBB2xx or IBB3xx)
KCB203	Consumer Cultures Creative Industries Elective

### Year 4, Semester 1

BSB115	Management, People and Organisations
IBB210	Export Management International Business Area Study 1
KCB302	Political Communication Creative Industries Elective

### Year 4, Semester 2

BSB111	Business Law and Ethics
IBB300	International Business Strategy International Business Area Study 2
KCB304	Managing Communication Resources Creative Industries Elective

### International Business Area Study Units

Students must complete one of the following pairs of area study units:

IBB208	European Business Development
IBB308	Contemporary Business in Europe OR
IBB217	Asian Business Development
IBB317	Contemporary Business in Asia

### Course structure - International Business (With Language - 9 Semester Concurrent Model)

#### Year 1, Semester 1

BSB119	International and Electronic Business Language 1
KCB102	Media and Society: From Printing Press to Internet Creative Industries Core Unit

#### Year 1, Semester 2

BSB113	Economics Language 2
KCB202	New Media Technologies
KCB101	Communication in the New Economy

#### Year 2, Semester 1

BSB122	Quantitative Analysis and Finance Language 3
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KCB103	Strategic Speech Communication Creative Industries Core Unit
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#### Year 2, Semester 2

IBB202	Fundamentals of International Finance Language 4
KCB104	Media and Communications Industries Creative Industries Elective

#### Year 3, Semester 1

BSB126	Marketing Language 5 OR
IBB205	Cross-Cultural Communication and Negotiation
KCB201	Virtual Cultures
KCB301	Media Audiences

#### Year 3, Semester 2

IBB213	International Marketing Language 6 OR International Business Elective Unit (IBB2xx, IBB3xx)
KCB203	Consumer Cultures Creative Industries Elective

#### Year 4, Semester 1

BSB115	Management, People and Organisations International Business Area Study 1
KCB302	Political Communication Creative Industries Elective

#### Year 4, Semester 2

BSB114	Government, Business and Society
IBB300	International Business Strategy International Business Area Study 2
KCB304	Managing Communication Resources

#### Year 5, Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics
IBB210	Export Management Creative Industries Elective

### International Business Area Study Units:

Students must complete one of the following pairs of area study units:

IBB208	European Business Development
IBB308	Contemporary Business in Europe OR
IBB217	Asian Business Development

IBB317 Contemporary Business in Asia

Creative Industries Elective

**Course structure - Public Relations (8 Semester Concurrent Model)**

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing  
 KCB102 Media and Society: From Printing Press to Internet  
 Creative Industries Core Unit

**Year 1, Semester 2**

AMB260 Public Relations Theory and Practice  
 BSB119 International and Electronic Business  
 KCB101 Communication in the New Economy  
 KCB104 Media and Communications Industries

**Year 2, Semester 1**

AMB201 Marketing and Audience Research  
 AMB261 Media Relations and Publicity  
 KCB103 Strategic Speech Communication  
 Creative Industries Core Unit

**Year 2, Semester 2**

AMB262 Public Relations Writing  
 Business Double Major / Extended Major / Specialisation Unit  
 KCB202 New Media Technologies  
 Creative Industries Elective

**Year 3, Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations  
 KCB201 Virtual Cultures  
 KCB301 Media Audiences  
 Business Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 2**

BSB110 Accounting  
 BSB114 Government, Business and Society  
 Business Double Major / Extended Major / Specialisation Unit  
 KCB203 Consumer Cultures  
 Creative Industries Elective

**Year 4, Semester 1**

AMB360 Corporate Communication Management  
 BSB111 Business Law and Ethics  
 Business Double Major / Extended Major / Specialisation Unit  
 KCB302 Political Communication

**Year 4, Semester 2**

AMB361 Public Relations Campaigns  
 Business Double Major / Extended Major / Specialisation Unit  
 Business Double Major / Extended Major / Specialisation Unit  
 KCB304 Managing Communication Resources  
 Creative Industries Elective

**Business Units**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units  
 The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both AMB201 and MGB220 will be required to undertake an approved substitute unit to satisfy course requirements.

**Course structure - Public Relations (9 Semester Concurrent Model)**

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing  
 KCB102 Media and Society: From Printing Press to Internet  
 Creative Industries Core Unit

**Year 1, Semester 2**

AMB260 Public Relations Theory and Practice  
 BSB119 International and Electronic Business  
 KCB101 Communication in the New Economy  
 KCB202 New Media Technologies

**Year 2, Semester 1**

AMB201 Marketing and Audience Research  
 AMB261 Media Relations and Publicity  
 KCB103 Strategic Speech Communication  
 Creative Industries Core Unit

**Year 2, Semester 2**

AMB262 Public Relations Writing  
 Business Double Major / Extended Major / Specialisation Unit  
 KCB104 Media and Communications Industries  
 Creative Industries Elective

**Year 3, Semester 1**

BSB113 Economics

Business Double Major / Extended Major /  
Specialisation Unit

\*\* KKB018 is not recommended for first year students until their second semester.

- KCB201 Virtual Cultures
- KCB301 Media Audiences

**List of Languages**

**Year 3, Semester 2**

- BSB115 Management, People and Organisations  
Business Double Major / Extended Major /  
Specialisation Unit
- KCB203 Consumer Cultures  
Creative Industries Elective

**List of Languages**

The same language must be studied for at least four levels and unit codes are sequential (eg. French HHB061, HHB062, HHB063, HHB064). With the permission of the Major Coordinator, and where available, languages other than those listed may be taken, including languages studied at another university. International students must take a language that is not their native tongue. The language units are as follows:

**Year 4, Semester 1**

- AMB360 Corporate Communication Management
- BSB110 Accounting  
Business Double Major / Extended Major /  
Specialisation Unit
- KCB302 Political Communication

**French**

1. Students without Year 12 Language qualifications in French should undertake the following unit sequence:

**Year 4, Semester 2**

- AMB361 Public Relations Campaigns  
Business Double Major / Extended Major /  
Specialisation Unit
- KCB304 Managing Communication Resources  
Creative Industries Elective

- HHB061 French 1
- HHB062 French 2
- HHB063 French 3
- HHB064 French 4
- HHB065 French 5
- HHB066 French 6

2. Students with Year 12 Language qualifications or equivalent in French should undertake the following unit sequence:

**Year 5, Semester 1**

- BSB111 Business Law and Ethics
- BSB114 Government, Business and Society  
Business Double Major / Extended Major /  
Specialisation Unit  
Creative Industries Elective

- HHB063 French 3
- HHB064 French 4
- HHB065 French 5
- HHB066 French 6
- HHB067 French 7
- HHB068 French 8

**Business Units**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both AMB201 and MGB220 will be required to undertake an approved substitute unit to satisfy course requirements.

**INDONESIAN**

1. Students without Year 12 Language qualifications in Indonesian should undertake the following unit sequence:

**Creative Industries Core Units**

- KKB007 Introduction to Multimedia Technology
- KKB008 Narrative in the Creative Industries
- KKB009 Writing for Creative Industries
- KKB010 Cultures and Creativity
- KKB018 Creative Industries  
\* KKB007 and KKB009 are recommended for first year students.

- HHB071 Indonesian 1
- HHB072 Indonesian 2
- HHB073 Indonesian 3
- HHB074 Indonesian 4
- HHB075 Indonesian 5
- HHB076 Indonesian 6
- HHB077 Indonesian 7
- HHB078 Indonesian 8

2. Students with Year 12 Language qualifications or equivalent in Indonesian should undertake the following unit sequence:

**JAPANESE**

1. Students without Year 12 Language qualifications in Japanese should undertake the following unit sequence:

HHB081	Japanese 1
HHB082	Japanese 2
HHB083	Japanese 3
HHB084	Japanese 4
HHB085	Japanese 5
HHB086	Japanese 6

2. Students with Year 12 Language qualifications or equivalent in Japanese should undertake the following unit sequence:

HHB083	Japanese 3
HHB084	Japanese 4
HHB085	Japanese 5
HHB086	Japanese 6
HHB087	Japanese 7
HHB088	Japanese 8

**GERMAN**

1. Students without Year 12 Language qualifications in German should undertake the following unit sequence:

HHB091	German 1
HHB092	German 2
HHB093	German 3
HHB094	German 4
HHB095	German 5
HHB096	German 6

2. Students with Year 12 Language qualifications or equivalent in German should undertake the following unit sequence:

HHB093	German 3
HHB094	German 4
HHB095	German 5
HHB096	German 6
HHB097	German 7
HHB098	German 8

**Potential Careers:**

Academic, Administrator, Advertising Professional, Educator, Information Officer, International Business Specialist, Internet Professional, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Publishing Professional, Web Designer.

## **Bachelor of Mass Communication (IF27)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 037542J

**Course duration (full-time):** 3 Years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$15,360; CSP \$6,107

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February and July

**QTAC code:** 409012; Dfee: 409016

**Past rank cut-off:** 75. Dfee places were not offered last year.

**Past OP cut-off:** 12. Dfee places were not offered last year.

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 288

**Standard credit points per full-time semester:** 48

**Course coordinator:** Head, Undergraduate Studies ([ugenq.ci@qut.edu.au](mailto:ugenq.ci@qut.edu.au))

**Discipline coordinator:** Dr Jason Sternberg (Media & Communication); Ms Jeanette McGown (Television); Dr Leo Bowman (Journalism); Dr Gayle Kerr (Advertising); Ms Robina Xavier (Public Relations)

**Campus:** Gardens Point and Kelvin Grove

### **General**

This professional course is a joint offering by the Faculties of Business and Creative Industries, designed to capitalise on the dynamic area of mass media studies and the communication challenges faced by organisations in the digital age.

Students can participate in a flexible program design that includes areas of study from both Faculties, providing grounding in areas such as international journalism, television, media and communication, advertising and public relations. The combined expertise of these Faculties gives students a unique opportunity to foster their skills in creative, technical and business communication.

### **Degree Structure**

Students commencing the Bachelor of Mass Communication must complete 24 units of equal weighting totalling 288 credit points comprised of

- Faculty Core (six faculty core units)
- Major Core (two majors of six units each) and
- Electives (six units).

Although studies can be tailored to meet a specific career goal or create a wide variety of career choices, there is a set of recommended combinations of majors. Students are not required to take these combinations, however they do represent the more common and logical choices within a mass communication qualification.

The recommended combinations are:

- Public Relations and International Journalism
- Public Relations and Media and Communication
- Advertising and Television
- International Journalism and Media and Communication.

### **Career Opportunities**

Graduates may obtain employment in a wide variety of public and private sector organisations. Potential employment opportunities include careers as public relations consultants, media planners, copywriters, corporate communication managers, specialist journalists, media production specialists, media advisors and event managers.

### **Professional Recognition**

Graduates of the Bachelor of Mass Communication (depending on their choice of majors) may satisfy the academic requirements for membership of the Advertising Institute of Australia and the Society of Business Communicators.

### **Deferment**

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

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

Find out more on deferment.

### **Domestic student tuition fee (Dfee) places**

Undergraduate domestic full fee places (Dfee) are available in this course.

Find out more on Dfee.

### **General Course structure**

#### **FACULTY CORE UNITS - 6 units required**

KKB018	Creative Industries
KKB007	Introduction to Multimedia Technology
KKB009	Writing for Creative Industries
BSB126	Marketing
AMB201	Marketing and Audience Research
	EITHER
AMB220	Advertising Theory and Practice
	OR
AMB260	Public Relations Theory and Practice

\* Students intending to take the Television sub-major are required to take KWB102 Media Writing in place of KKB009 Writing for the Creative Industries.

#### **MAJOR CORE UNITS - 12 units required - Select two of the following 6 units majors**

**Advertising**

AMB220	Advertising Theory and Practice
AMB200	Consumer Behaviour
AMB221	Advertising Copywriting
AMB222	Media Planning
AMB320	Advertising Management
AMB321	Advertising Campaigns
	Students who have completed AMB220 Advertising Theory and Practice as part of the Faculty Core will need to choose one of the following three units as a substitution:
AMB202	Integrated Marketing Communication
AMB230	Internet Promotion
AMB330	Advertising Strategy and Planning

**Public Relations**

AMB260	Public Relations Theory and Practice
AMB261	Media Relations and Publicity
AMB262	Public Relations Writing
AMB370	Public Relations Cases
AMB361	Public Relations Campaigns
	Students who have completed AMB260 Public Relations Theory and Practice as part of the Faculty Core will need to choose one of the following three units as a substitution:
AMB202	Integrated Marketing Communication
AMB230	Internet Promotion
AMB231	Marketing Communications Regulations and Ethics

**Media and Communication**

KCB101	Communication in the New Economy
KCB103	Strategic Speech Communication
KCB302	Political Communication
KCB304	Managing Communication Resources
KCB202	New Media Technologies
KCB301	Media Audiences
	* Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication subject to the approval of the Media and Communication Major Coordinator

**Television**

KPB101	Foundations of Film and Television Production
KPB104	Film and Television Production Resource Management
KPB105	Narrative Production
KPB106	Australian Television
KPB107	Television Genres
KPB303	Critical Thinking About Television

**International Journalism**

KJB101	Journalism Information Systems
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KJB120	Newswriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing
KJB280	International Journalism
KJB337	Public Affairs Reporting
	** Students may enrol in KKB320 Workplace Learning instead of KJB337 Public Affairs Reporting subject to the approval of the Journalism Major Coordinator

**Electives - 6 units required**

Select six units from any Faculty.

**Course structure - Advertising / International Journalism**

**Year 1, Semester 1**

KKB007	Introduction to Multimedia Technology
KKB009	Writing for Creative Industries
KJB101	Journalism Information Systems
BSB126	Marketing

**Year 1, Semester 2**

KJB120	Newswriting
KKB018	Creative Industries
AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

**Year 2, Semester 1**

KJB121	Journalistic Inquiry
AMB201	Marketing and Audience Research
AMB222	Media Planning
	Elective

**Year 2, Semester 2**

KJB280	International Journalism
AMB221	Advertising Copywriting
	Elective
	Elective

**Year 3, Semester 1**

KJB224	Feature Writing
AMB320	Advertising Management
AMB202	Integrated Marketing Communication
	OR
AMB230	Internet Promotion
	OR
AMB330	Advertising Strategy and Planning
	Elective

**Year 3, Semester 2**

KJB337	Public Affairs Reporting
AMB321	Advertising Campaigns



Elective  
Elective

\* Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication, subject to the approval of the Media & Communication Major Coordinator.

\* Students may enrol in KKB320 Workplace Learning instead of KJB337 subject to approval of the Journalism Major Coordinator

**Course structure - Advertising / Media & Communication**

**Year 1, Semester 1**

KKB009 Writing for Creative Industries  
BSB126 Marketing  
KCB101 Communication in the New Economy  
KCB103 Strategic Speech Communication

**Year 1, Semester 2**

KKB018 Creative Industries  
AMB200 Consumer Behaviour  
AMB220 Advertising Theory and Practice  
AMB201 Marketing and Audience Research

**Year 2, Semester 1**

KCB301 Media Audiences  
AMB222 Media Planning  
Elective  
Choose either KWB102 or KKB007:  
KWB102 Media Writing  
KKB007 Introduction to Multimedia Technology

**Year 2, Semester 2**

KCB202 New Media Technologies  
AMB221 Advertising Copywriting  
Elective  
Elective

**Year 3, Semester 1**

KCB302 Political Communication  
AMB320 Advertising Management  
AMB202 Integrated Marketing Communication  
OR  
AMB230 Internet Promotion  
OR  
AMB330 Advertising Strategy and Planning  
Elective

**Year 3, Semester 2**

KCB304 Managing Communication Resources  
AMB321 Advertising Campaigns  
Elective  
Elective

**Course structure - Advertising / Television**

**Year 1, Semester 1**

KKB007 Introduction to Multimedia Technology  
KPB106 Australian Television  
KWB102 Media Writing  
BSB126 Marketing

**Year 1, Semester 2**

AMB200 Consumer Behaviour  
AMB220 Advertising Theory and Practice  
KKB018 Creative Industries  
KPB101 Foundations of Film and Television Production

**Year 2, Semester 1**

AMB201 Marketing and Audience Research  
AMB221 Advertising Copywriting  
AMB222 Media Planning  
KPB105 Narrative Production

**Year 2, Semester 2**

AMB320 Advertising Management  
KPB104 Film and Television Production Resource Management  
Elective  
Elective

**Year 3, Semester 1**

KPB303 Critical Thinking About Television  
AMB202 Integrated Marketing Communication  
OR  
AMB230 Internet Promotion  
OR  
AMB330 Advertising Strategy and Planning  
Elective  
Elective

**Year 3, Semester 2**

KPB107 Television Genres  
AMB321 Advertising Campaigns  
Elective  
Elective

**Course structure - Advertising/Public Relations**

**Year 1, Semester 1**

BSB126 Marketing  
KKB007 Introduction to Multimedia Technology

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KKB009 Writing for Creative Industries  
Elective

### Year 1, Semester 2

AMB200 Consumer Behaviour  
AMB201 Marketing and Audience Research  
AMB220 Advertising Theory and Practice  
AMB260 Public Relations Theory and Practice

### Year 2, Semester 1

AMB221 Advertising Copywriting  
AMB222 Media Planning  
AMB261 Media Relations and Publicity  
Choose either KCB103 or KWB102  
KCB103 Strategic Speech Communication  
KWB102 Media Writing

### Year 2, Semester 2

AMB262 Public Relations Writing  
Choose one from the following three units:  
AMB230 Internet Promotion  
AMB202 Integrated Marketing Communication  
AMB231 Marketing Communications Regulations and Ethics  
Elective  
Elective

### Year 3, Semester 1

AMB320 Advertising Management  
AMB370 Public Relations Cases  
Choose one from the following three units:  
AMB202 Integrated Marketing Communication  
AMB230 Internet Promotion  
AMB330 Advertising Strategy and Planning  
Elective

### Year 3, Semester 2

AMB321 Advertising Campaigns  
AMB361 Public Relations Campaigns  
Elective  
Elective

### Course structure - Public Relations / Television

#### Year 1, Semester 1

BSB126 Marketing  
KKB007 Introduction to Multimedia Technology  
KPB106 Australian Television  
KWB102 Media Writing

#### Year 1, Semester 2

AMB201 Marketing and Audience Research

AMB260 Public Relations Theory and Practice  
KKB018 Creative Industries  
KPB101 Foundations of Film and Television Production

### Year 2, Semester 1

AMB261 Media Relations and Publicity  
KPB105 Narrative Production  
Elective  
Elective

### Year 2, Semester 2

AMB262 Public Relations Writing  
KPB104 Film and Television Production Resource Management  
KPB107 Television Genres  
Elective

### Year 3, Semester 1

AMB370 Public Relations Cases  
KPB303 Critical Thinking About Television  
Elective  
Elective

### Year 3, Semester 2

Choose two from the following three units:  
AMB202 Integrated Marketing Communication  
AMB230 Internet Promotion  
AMB231 Marketing Communications Regulations and Ethics  
AMB361 Public Relations Campaigns  
Elective

### Course structure - Public Relations / Media & Communication

#### Year 1, Semester 1

KCB101 Communication in the New Economy  
KCB103 Strategic Speech Communication  
KKB009 Writing for Creative Industries  
BSB126 Marketing

#### Year 1, Semester 2

KKB007 Introduction to Multimedia Technology  
KKB018 Creative Industries  
AMB201 Marketing and Audience Research  
AMB260 Public Relations Theory and Practice

#### Year 2, Semester 1

KCB301 Media Audiences  
AMB261 Media Relations and Publicity  
Elective  
Elective

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### Year 2, Semester 2

KCB202	New Media Technologies
AMB262	Public Relations Writing
	Choose two from the following three units:
AMB202	Integrated Marketing Communication
AMB230	Internet Promotion
AMB231	Marketing Communications Regulations and Ethics

### Year 3, Semester 1

KCB302	Political Communication
AMB370	Public Relations Cases
	Elective
	Elective

### Year 3, Semester 2

KCB304	Managing Communication Resources
AMB361	Public Relations Campaigns
	Elective
	Elective
* Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication, subject to the approval of the Media & Communication Major Coordinator.	

### Course structure - Public Relations / International Journalism

#### Year 1, Semester 1

BSB126	Marketing
KJB101	Journalism Information Systems
KKB007	Introduction to Multimedia Technology
KKB009	Writing for Creative Industries

#### Year 1, Semester 2

AMB201	Marketing and Audience Research
AMB260	Public Relations Theory and Practice
KJB120	Newsriting
KKB018	Creative Industries

#### Year 2, Semester 1

AMB261	Media Relations and Publicity
KJB121	Journalistic Inquiry
	Elective
	Elective

#### Year 2, Semester 2

AMB262	Public Relations Writing
KJB280	International Journalism
	Choose two from the following three units:
AMB202	Integrated Marketing Communication
AMB230	Internet Promotion

AMB231	Marketing Communications Regulations and Ethics
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### Year 3, Semester 1

AMB370	Public Relations Cases
KJB224	Feature Writing
	Elective
	Elective

### Year 3, Semester 2

AMB361	Public Relations Campaigns
KJB337	Public Affairs Reporting
	Elective
	Elective

\* Students may enrol in KKB320 Workplace Learning instead of KJB337 subject to approval of the Journalism Discipline Coordinator.

### Course structure - Media & Communication / Television

#### Year 1, Semester 1

KCB101	Communication in the New Economy
KWB102	Media Writing
BSB126	Marketing
KKB007	Introduction to Multimedia Technology

#### Year 1, Semester 2

KKB018	Creative Industries
KPB104	Film and Television Production Resource Management
AMB201	Marketing and Audience Research
AMB220	Advertising Theory and Practice
	OR
AMB260	Public Relations Theory and Practice

#### Year 2, Semester 1

KPB106	Australian Television
KCB103	Strategic Speech Communication
KCB301	Media Audiences
	Elective

#### Year 2, Semester 2

KPB101	Foundations of Film and Television Production
KCB202	New Media Technologies
	Elective
	Elective

#### Year 3, Semester 1

KPB105	Narrative Production
KCB302	Political Communication
KPB303	Critical Thinking About Television
	Elective

**Year 3, Semester 2**

KCB304 Managing Communication Resources  
 KPB107 Television Genres  
 Elective  
 Elective

\* Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication, subject to the approval of the Media & Communication Major Coordinator.

**Course structure - Media & Communication / International Journalism**

**Year 1, Semester 1**

BSB126 Marketing  
 KCB101 Communication in the New Economy  
 KKB009 Writing for Creative Industries  
 KJB101 Journalism Information Systems

**Year 1, Semester 2**

KKB018 Creative Industries  
 KJB120 Newswriting  
 AMB201 Marketing and Audience Research  
 AMB260 Public Relations Theory and Practice  
 OR  
 AMB220 Advertising Theory and Practice

**Year 2, Semester 1**

KCB301 Media Audiences  
 KCB103 Strategic Speech Communication  
 KJB121 Journalistic Inquiry  
 KWB102 Media Writing

**Year 2, Semester 2**

KCB202 New Media Technologies  
 KJB280 International Journalism  
 Elective  
 Elective

**Year 3, Semester 1**

KJB224 Feature Writing  
 KCB302 Political Communication  
 Elective  
 Elective

**Year 3, Semester 2**

KJB337 Public Affairs Reporting  
 KCB304 Managing Communication Resources  
 Elective  
 Elective

\* Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication, subject to the approval of the Media & Communication Major Coordinator, or KJB337 Public Affairs Reporting, subject to approval of the Journalism Major Coordinator.

**Course structure - Television/International Journalism**

**Year 1, Semester 1**

BSB126 Marketing  
 KJB101 Journalism Information Systems  
 KKB007 Introduction to Multimedia Technology  
 KWB102 Media Writing

**Year 1, Semester 2**

KJB120 Newswriting  
 KPB101 Foundations of Film and Television Production  
 KPB104 Film and Television Production Resource Management  
 AMB260 Public Relations Theory and Practice  
 OR  
 AMB220 Advertising Theory and Practice

**Year 2, Semester 1**

KJB121 Journalistic Inquiry  
 KPB105 Narrative Production  
 KPB106 Australian Television  
 Elective

**Year 2, Semester 2**

AMB201 Marketing and Audience Research  
 KJB280 International Journalism  
 KKB102 Creative Industries: Making Connections  
 Elective

**Year 3, Semester 1**

KJB224 Feature Writing  
 KPB303 Critical Thinking About Television  
 Elective  
 Elective

**Year 3, Semester 2**

KJB337 Public Affairs Reporting  
 KPB107 Television Genres  
 Elective  
 Elective

\* Students may enrol in KKB320 Workplace Learning instead of KJB337 subject to approval of the Journalism Discipline Coordinator

**Creative Industries Faculty Undergraduate Open Electives**

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### Creative Industries Faculty Undergraduate Open Electives

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting electives:

\* you must obey any elective rules as set out in your course requirements

\* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen sub-major area.

\* you must have successfully completed any pre/co-requisite units applicable

\* the offering of elective units is subject to sufficient student enrolment numbers and staff availability

\* some units are subject to quota restrictions

\* KK33, KK34, KJ32, KM32, IX07 and IX16 students ONLY are permitted to select electives from outside the Faculty of Creative Industries

KKB357	Independent Study
	Music & Sound Discipline
KMB002	Music and Spirituality
KMB003	Sex Drugs Rock 'n' roll
KMB004	World Music
KMB104	Music and Sound Skills
KMB105	Music and Sound Technology
KMB107	Sound, Image, Text
KMB108	Sound Recording and Acoustics
	Film & Television Discipline
KPB102	Film History
KPB106	Australian Television
KPB108	Media Text Analysis
KPB203	Australian Film
KPB303	Critical Thinking About Television
	Performance Studies Discipline
KTB061	Creative Industries Management
KTB062	Creative Industries Events and Festivals
KTB101	20th Century Performance
KTB204	Understanding Performance
KTB306	Directing for Events and Festivals
	Visual Arts Discipline
KVB102	Modernism
KVB104	Photomedia and Artistic Practice
KVB110	2D Media and Processes
KVB212	Australian Art, Architecture and Design
KVB304	Contemporary Art Issues
	Creative Writing & Cultural Studies Discipline
KWB001	Introduction to Literary Theory and Cultural Studies
KWB003	Modern Times (Literature and Culture in the 20th Century)
KWB005	Wonderlands: Literature and Culture in the 19th Century
KWB101	Introduction to Creative Writing
KWB102	Media Writing
KWB103	Persuasive Writing
KWB104	Creative Writing: The Short Story
KWB105	Film and Television Scriptwriting
KWB107	Introduction to Creative Non-Fiction
KWB207	Great Books: The Literary Classics

### Semester 1

	Media & Communication Discipline
KCB101	Communication in the New Economy
KCB102	Media and Society: From Printing Press to Internet
KCB103	Strategic Speech Communication
KCB201	Virtual Cultures
KCB302	Political Communication
	Communication Design Discipline
KIB201	Interactive Writing
KIB108	Animation Practices
	Dance Discipline
KDB105	Architecture of the Body
KDB108	World Dance
KDB110	Deconstructing Dance in History
	Fashion Discipline
KFB103	Introduction to Fashion Design
	Journalism Discipline
KJB101	Journalism Information Systems
KJB120	Newsriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing
KJB239	Journalism Ethics and Issues
	Faculty
KKB004	Indigenous Creative Industries
KKB210	Computational Arts 1
KKB290	Supervised Group Project
KKB320	Workplace Learning
KKB330	Workplace Learning
KKB340-2	Workplace Learning
KKB340-1	Workplace Learning

### Semester 2

	Media & Communication Discipline
KCB101	Communication in the New Economy
KCB103	Strategic Speech Communication
KCB104	Media and Communications Industries
KCB105	Media and Communication Research Methods
KCB202	New Media Technologies

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KCB203	Consumer Cultures Communication Design Discipline	KVB306	Video Art and Culture
KIB202	Enabling Immersion Dance Discipline	KVB307	Theories of Spatial Culture Creative Writing & Cultural Studies Discipline
KDB106	Dance Analysis	KWB002	Ozlit
KDB109	Funk, Tap and all that Jazz	KWB004	Shakespeare, Then and Now
KDB204	Australian Dance Faculty	KWB006	Popular Fictions, Popular Culture
KKB290	Supervised Group Project	KWB007	Indigenous Writing
KKB211	Computational Arts 2	KWB102	Media Writing
KKB320	Workplace Learning	KWB104	Creative Writing: The Short Story
KKB330	Workplace Learning	KWB105	Film and Television Scriptwriting
KKB340-1	Workplace Learning	KWB106	Corporate Writing and Editing
KKB340-2	Workplace Learning	KWB204	Creative Non-Fiction: Life Writing
KKB357	Independent Study Fashion Discipline	KWB206	Youth and Children's Writing
KFB105	Fashion and Modernity Journalism Discipline	<b>NOTES:</b>	
KJB101	Journalism Information Systems	* Only one Workplace Learning unit may be completed	
KJB120	Newswriting	* KKB290, KKB357, KKB320, KKB330, KKB340-1 and KKB340-2 are only available to students enrolled in Creative Industries courses.	
KJB121	Journalistic Inquiry	<b>Potential Careers:</b>	
KJB224	Feature Writing	Advertising Professional, Creative Writer, Government Officer, Guidance Officer, Information Officer, International Business Specialist, Internet Professional, Journalist, Marketing Officer/Manager, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Web Designer.	
KJB280	International Journalism		
KJB337	Public Affairs Reporting Music & Sound Discipline		
KMB002	Music and Spirituality		
KMB003	Sex Drugs Rock 'n' roll		
KMB004	World Music		
KMB007	Introductory Ensemble		
KMB105	Music and Sound Technology		
KMB107	Sound, Image, Text		
KMB108	Sound Recording and Acoustics Film & Television Discipline		
KPB103	Film Genres		
KPB104	Film and Television Production Resource Management		
KPB107	Television Genres		
KPB205	Documentary Theory and Practice		
KPB206	International Cinema Performance Studies Discipline		
KTB062	Creative Industries Events and Festivals		
KTB104	Performance Innovation		
KTB207	Staging Australia Visual Arts Discipline		
KVB103	Australian Art		
KVB104	Photomedia and Artistic Practice		
KVB108	Contemporary Asian Visual Culture		
KVB211	Post 1945 Art		

## **Bachelor of Engineering (Electrical)/Bachelor of Business (IF28)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 027278C

**Course duration (full-time):** 5 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$20,160; CSP \$6,889

**International Fees (per semester):** 2007:\$10,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 419532; Dfee: 419536

**Past rank cut-off:** 80. Dfee places were not offered last year.

**Past OP cut-off:** 10. Dfee places were not offered last year.

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Maths B (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 480

**Standard credit points per full-time semester:** 48 (average)

**Course coordinator:** Dr R.Mahalinga-Iyer (Engineering); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr Ed Palmer (Engineering); Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point

### **Recommended Study**

Chemistry, Maths C and Physics are recommended.

### **Career Outcomes**

Electrical and computer engineers design, install and maintain electrical, electronic, telecommunications and computing systems on behalf of governments and private companies. Graduates of the Bachelor of Business are skilled in many aspects of business including: accountancy, advertising, banking and finance, economics, electronic business, human resource management, international business, management, marketing and public relations.

### **Overview**

Students combine engineering knowledge in electronics, computer systems, telecommunications and electric power with a business course majoring in one or more of accountancy, advertising, banking and finance, economics, electronic business, human resource management,

international business, management, marketing or public relations.

### **Professional Recognition**

This degree meets the requirements for membership of Engineers Australia and the Institution of Radio and Electronics Engineers Australia.

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership of: CPA Australia; Institute of Chartered Accountants in Australia; Chartered Secretaries Australia; Advertising Federation of Australia; Australian Association of National Advertisers; Australian Direct Marketing Association; Queensland Commercial Radio Association; Financial Services Institute of Australasia (FINSIA); Economics Society of Australia; Australian Human Resources Institute; Australian Institute of Management; Australian Institute of Training and Development; Australian Institute of Export; Australian Institute of Management; Australian Marketing Institute; Marketing Research Society of Australia; Australian Institute of Management; American Marketing Association and Public Relations Institute of Australia.

### **Special Course Requirements**

A candidate for the degree of Bachelor of Engineering must obtain at least 60 days of industrial employment/practice in an engineering environment approved by the course coordinator, before graduating.

### **Course Design**

Students are required to complete 480 credit points comprised of 252 credit points from the Bachelor of Engineering (Electrical & Computer Engineering) program and 192 credit points from the Bachelor of Business program. Students supplement the engineering component of this program with the 84\* credit point Faculty Core units in the Bachelor of Business program together with a 72 credit point Major in one of the following: Accountancy, Advertising, Banking & Finance, Economics, Electronic Business, Human Resource Management, International Business, Management, Marketing or Public Relations, as well as a further 72 credit points in which the student must complete one of the following: Double Major, Extended Major or Specialisation.

### **Further Information**

Phone +61 7 3864 1993, Fax +61 7 3864 1516, email: [bee.enquiries@qut.edu.au](mailto:bee.enquiries@qut.edu.au)

Faculty of Business Phone +61 7 3864 2050, Fax +61 7 3864 1537, email [bus@qut.edu.au](mailto:bus@qut.edu.au)

### **Discontinuation**

Students should note that from Semester 1, 2007 this course has been renamed and recoded to IX28 Bachelor of Business/Bachelor of Engineering. Therefore, there will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2007, are able to remain enrolled in it.

For course structure information on the new course, please refer to the new course.

**Deferment**

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

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

Find out more on deferment.

**Course structure - Accountancy**

**Year 1, Semester 1**

- BEB100 Introducing Professional Learning
- BSB110 Accounting
- BSB113 Economics
- MAB180 Engineering Mathematics 1B  
OR
- MAB131 Engineering Mathematics 1A  
MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or better in Queensland Mathematics C

**Year 1, Semester 2**

- BSB111 Business Law and Ethics
- BSB122 Quantitative Analysis and Finance
- ENB103 Electrical Engineering
- MAB132 Engineering Mathematics 2A  
OR
- MAB182 Engineering Mathematics 2B

**Year 2, Semester 1**

- ENB240 Introduction To Electronics
- ENB246 Engineering Problem Solving
- MAB233 Engineering Mathematics 3
- PCB136 Engineering Physics 1C

**Year 2, Semester 2**

- ENB243 Linear Circuits and Systems
- BSB115 Management, People and Organisations
- BSB119 International and Electronic Business
- EFB101 Data Analysis for Business

**Year 3, Semester 1**

- BSB126 Marketing  
Business Double Major / Extended Major / Specialisation Unit
- EEB311 Electrical Measurement and Machines
- ENB240 Introduction To Electronics

**Year 3, Semester 2**

- AYB121 Financial Accounting
- AYB221 Computerised Accounting Systems
- EEB411 Classical Control and Power Systems
- ENB244 Microprocessors and Digital Systems

**Year 4, Semester 1**

- EEB584 Introduction to Design  
Electrical and Computer Engineering elective unit
- AYB220 Company Accounting  
Business Double Major / Extended Major / Specialisation Unit

**Year 4, Semester 2**

- EEB684 Advanced Design  
Electrical and Computer Engineering elective unit
- AYB225 Management Accounting  
Business Double Major / Extended Major / Specialisation Unit

**Year 5, Semester 1**

- EEB889-1 Project  
Electrical and Computer Engineering elective unit
- AYB301 Auditing  
Business Double Major / Extended Major / Specialisation Unit

**Year 5, Semester 2**

- EEB889-2 Project  
Electrical and Computer Engineering elective unit  
Business Double Major / Extended Major / Specialisation Unit  
Business Double Major / Extended Major / Specialisation Unit

**Business Units**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

**Course structure - Advertising**

**Year 1, Semester 1**

- BEB100 Introducing Professional Learning
- BSB119 International and Electronic Business
- BSB126 Marketing
- MAB180 Engineering Mathematics 1B  
OR
- MAB131 Engineering Mathematics 1A  
MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or



better in Queensland Mathematics C

**Year 1, Semester 2**

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- ENB103 Electrical Engineering
- MAB132 Engineering Mathematics 2A  
OR
- MAB182 Engineering Mathematics 2B

**Year 2, Semester 1**

- ENB240 Introduction To Electronics
- ENB246 Engineering Problem Solving
- MAB233 Engineering Mathematics 3
- PCB136 Engineering Physics 1C

**Year 2, Semester 2**

- ENB243 Linear Circuits and Systems
- AMB221 Advertising Copywriting
- AMB222 Media Planning
- BSB115 Management, People and Organisations

**Year 3, Semester 1**

- BSB113 Economics  
Business Double Major / Extended Major /  
Specialisation Unit
- EEB311 Electrical Measurement and Machines
- ENB240 Introduction To Electronics

**Year 3, Semester 2**

- BSB114 Government, Business and Society  
Business Double Major / Extended Major /  
Specialisation Unit
- EEB411 Classical Control and Power Systems
- ENB244 Microprocessors and Digital Systems

**Year 4, Semester 1**

- EEB584 Introduction to Design  
Electrical and Computer Engineering elective  
unit
- AMB320 Advertising Management  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 4, Semester 2**

- EEB684 Advanced Design  
Electrical and Computer Engineering elective  
unit
- AMB321 Advertising Campaigns  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 5, Semester 1**

- EEB889-1 Project

Electrical and Computer Engineering elective  
unit

- BSB111 Business Law and Ethics  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 5, Semester 2**

- EEB889-2 Project  
Electrical and Computer Engineering elective  
unit
- BSB110 Accounting  
Business Double Major / Extended Major /  
Specialisation Unit

**Business Units**

Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

**Course structure - Banking & Finance**

**Year 1, Semester 1**

- BEB100 Introducing Professional Learning
- BSB113 Economics
- BSB115 Management, People and Organisations
- MAB180 Engineering Mathematics 1B  
OR
- MAB131 Engineering Mathematics 1A  
MAB180 Engineering Mathematics 1 is to be  
taken by those students not obtaining a SA or  
better in Queensland Mathematics C

**Year 1, Semester 2**

- BSB122 Quantitative Analysis and Finance
- EFB102 Economics 2
- ENB103 Electrical Engineering
- MAB132 Engineering Mathematics 2A  
OR
- MAB182 Engineering Mathematics 2B

**Year 2, Semester 1**

- ENB240 Introduction To Electronics
- ENB246 Engineering Problem Solving
- MAB233 Engineering Mathematics 3
- PCB136 Engineering Physics 1C

**Year 2, Semester 2**

- ENB243 Linear Circuits and Systems
- BSB110 Accounting
- BSB119 International and Electronic Business
- EFB101 Data Analysis for Business

**Year 3, Semester 1**

- BSB126 Marketing

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EFB210	Finance 1	OR
EEB311	Electrical Measurement and Machines	MAB131 Engineering Mathematics 1A
ENB240	Introduction To Electronics	MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or better in Queensland Mathematics C
<b>Year 3, Semester 2</b>		
BSB111	Business Law and Ethics	
EFB307	Finance 2	
EEB411	Classical Control and Power Systems	
ENB244	Microprocessors and Digital Systems	
<b>Year 4, Semester 1</b>		
EEB584	Introduction to Design Electrical and Computer Engineering elective unit	MAB132 Engineering Mathematics 2A OR MAB182 Engineering Mathematics 2B
EFB201	Financial Markets Business Double Major / Extended Major / Specialisation Unit	
<b>Year 4, Semester 2</b>		
EEB684	Advanced Design Electrical and Computer Engineering elective unit	
EFB312	International Finance Business Double Major / Extended Major / Specialisation Unit	
<b>Year 5, Semester 1</b>		
EEB889-1	Project Electrical and Computer Engineering elective unit Business Double Major / Extended Major / Specialisation Unit Business Double Major / Extended Major / Specialisation Unit	
<b>Year 5, Semester 2</b>		
EEB889-2	Project Electrical and Computer Engineering elective unit Business Double Major / Extended Major / Specialisation Unit Business Double Major / Extended Major / Specialisation Unit	
<b>Business Units</b>		
	Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units	
<b>Course structure - Economics</b>		
<b>Year 1, Semester 1</b>		
BEB100	Introducing Professional Learning	
BSB113	Economics	
BSB115	Management, People and Organisations	
MAB180	Engineering Mathematics 1B	
<b>Year 1, Semester 2</b>		
BSB119	International and Electronic Business	
EFB102	Economics 2	
ENB103	Electrical Engineering	
MAB132	Engineering Mathematics 2A OR MAB182 Engineering Mathematics 2B	
<b>Year 2, Semester 1</b>		
EFB202	Business Cycles and Economic Growth	
ENB240	Introduction To Electronics	
ENB246	Engineering Problem Solving	
MAB233	Engineering Mathematics 3	
<b>Year 2, Semester 2</b>		
ENB243	Linear Circuits and Systems	
BSB110	Accounting	
EFB101	Data Analysis for Business	
PCB136	Engineering Physics 1C	
<b>Year 3, Semester 1</b>		
BSB126	Marketing	
EFB211	Firms, Markets and Resources	
EEB311	Electrical Measurement and Machines	
ENB240	Introduction To Electronics	
<b>Year 3, Semester 2</b>		
BSB114	Government, Business and Society	
EFB314	International Trade and Economic Competitiveness	
EEB411	Classical Control and Power Systems	
ENB244	Microprocessors and Digital Systems	
<b>Year 4, Semester 1</b>		
EEB584	Introduction to Design Electrical and Computer Engineering elective unit	
BSB111	Business Law and Ethics Business Double Major / Extended Major / Specialisation Unit	
<b>Year 4, Semester 2</b>		
EEB684	Advanced Design Electrical and Computer Engineering elective unit	
EFB329	Contemporary Applications of Economics Theory	

Business Double Major / Extended Major /  
Specialisation Unit

**Year 5, Semester 1**

EEB889-1 Project

Electrical and Computer Engineering elective  
unit

Business Double Major / Extended Major /  
Specialisation Unit

Business Double Major / Extended Major /  
Specialisation Unit

**Year 5, Semester 2**

EEB889-2 Project

Electrical and Computer Engineering elective  
unit

Business Double Major / Extended Major /  
Specialisation Unit

Business Double Major / Extended Major /  
Specialisation Unit

**Business Units**

Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

**Course structure - Electronic Business**

Note: The Electronic Business Major must be undertaken  
with another Business major

**Year 1, Semester 1**

BEB100 Introducing Professional Learning

BSB114 Government, Business and Society

BSB119 International and Electronic Business

MAB180 Engineering Mathematics 1B

OR

MAB131 Engineering Mathematics 1A

MAB180 Engineering Mathematics 1 is to be  
taken by those students not obtaining a SA or  
better in Queensland Mathematics C

**Year 1, Semester 2**

BSB110 Accounting

BSB126 Marketing

ENB103 Electrical Engineering

MAB132 Engineering Mathematics 2A

OR

MAB182 Engineering Mathematics 2B

**Year 2, Semester 1**

ENB240 Introduction To Electronics

ENB246 Engineering Problem Solving

MAB233 Engineering Mathematics 3

PCB136 Engineering Physics 1C

**Year 2, Semester 2**

ENB243 Linear Circuits and Systems

BSB113 Economics

BSB115 Management, People and Organisations

BSB213 Governance Issues in E-Business

**Year 3, Semester 1**

BSB111 Business Law and Ethics

BSB212 Electronic Business Applications

EEB311 Electrical Measurement and Machines

ENB240 Introduction To Electronics

**Year 3, Semester 2**

EEB411 Classical Control and Power Systems

ENB244 Microprocessors and Digital Systems

ITB823 Web Sites For Electronic Commerce

Business Double Major Unit

**Year 4, Semester 1**

EEB584 Introduction to Design

Electrical and Computer Engineering elective  
unit

BSB314 E-Business Intelligence

ITB233 Enterprise Systems Applications

**Year 4, Semester 2**

EEB684 Advanced Design

Electrical and Computer Engineering elective  
unit

ITB239 Enterprise Data Mining

Business Double Major Unit

**Year 5, Semester 1**

EEB889-1 Project

Electrical and Computer Engineering elective  
unit

Business Double Major Unit

Business Double Major Unit

**Year 5, Semester 2**

EEB889-2 Project

Electrical and Computer Engineering elective  
unit

Business Double Major Unit

Business Double Major Unit

**Business Double Major units**

Students should refer to the BS56 Course  
Notes entry for information on double major  
units

**Course structure - Human Resource Management**

**Year 1, Semester 1**

BEB100	Introducing Professional Learning	Electrical and Computer Engineering elective unit
BSB115	Management, People and Organisations	
BSB119	International and Electronic Business	Business Double Major / Extended Major / Specialisation Unit
MAB180	Engineering Mathematics 1B OR	Business Double Major / Extended Major / Specialisation Unit
MAB131	Engineering Mathematics 1A  MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or better in Queensland Mathematics C	

**Year 1, Semester 2**

BSB126	Marketing
MGB220	Management Research Methods
ENB103	Electrical Engineering
MAB132	Engineering Mathematics 2A OR
MAB182	Engineering Mathematics 2B

**Year 2, Semester 1**

ENB240	Introduction To Electronics
ENB246	Engineering Problem Solving
MAB233	Engineering Mathematics 3
PCB136	Engineering Physics 1C

**Year 2, Semester 2**

ENB243	Linear Circuits and Systems
BSB110	Accounting
MGB207	Human Resource Issues and Strategy
MGB211	Organisational Behaviour

**Year 3, Semester 1**

BSB113	Economics
BSB114	Government, Business and Society
EEB311	Electrical Measurement and Machines
ENB240	Introduction To Electronics

**Year 3, Semester 2**

BSB111	Business Law and Ethics
MGB222	Managing Organisations
EEB411	Classical Control and Power Systems
ENB244	Microprocessors and Digital Systems

**Year 4, Semester 1**

EEB584	Introduction to Design  Electrical and Computer Engineering elective unit  Business Double Major / Extended Major / Specialisation Unit  Business Double Major / Extended Major / Specialisation Unit
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**Year 4, Semester 2**

EEB684	Advanced Design
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**Year 5, Semester 1**

EEB889-1	Project  Electrical and Computer Engineering elective unit
MGB314	Organisational Consulting and Change  Business Double Major / Extended Major / Specialisation Unit

**Year 5, Semester 2**

EEB889-2	Project  Electrical and Computer Engineering elective unit
MGB309	Strategic Management  Business Double Major / Extended Major / Specialisation Unit

**Business Units**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

**Course structure - International Business**

**Year 1, Semester 1**

BEB100	Introducing Professional Learning
BSB113	Economics
BSB119	International and Electronic Business
MAB180	Engineering Mathematics 1B OR
MAB131	Engineering Mathematics 1A  MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or better in Queensland Mathematics C

**Year 1, Semester 2**

BSB115	Management, People and Organisations
BSB126	Marketing
ENB103	Electrical Engineering
MAB132	Engineering Mathematics 2A OR

## BUSINESS

MAB182 Engineering Mathematics 2B

Electrical and Computer Engineering elective unit

### Year 2, Semester 1

ENB240 Introduction To Electronics

ENB246 Engineering Problem Solving

MAB233 Engineering Mathematics 3

PCB136 Engineering Physics 1C

IBB300

International Business Strategy

Business Double Major / Extended Major / Specialisation Unit

### Year 2, Semester 2

ENB243 Linear Circuits and Systems

BSB114 Government, Business and Society

IBB202 Fundamentals of International Finance

IBB213 International Marketing

### International Business Area Study Units:

Students Must Complete one of the following pairs of area study units:

IBB208

European Business Development

IBB308

Contemporary Business in Europe

OR

IBB217

Asian Business Development

IBB317

Contemporary Business in Asia

### Year 3, Semester 1

BSB110 Accounting

IBB210 Export Management

EEB311 Electrical Measurement and Machines

ENB240 Introduction To Electronics

### Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### Course structure - Management

### Year 3, Semester 2

BSB111 Business Law and Ethics

Business Double Major / Extended Major / Specialisation Unit

EEB411 Classical Control and Power Systems

ENB244 Microprocessors and Digital Systems

### Year 1, Semester 1

BEB100 Introducing Professional Learning

BSB115 Management, People and Organisations

BSB119 International and Electronic Business

MAB180 Engineering Mathematics 1B

OR

MAB131 Engineering Mathematics 1A

MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or better in Queensland Mathematics C

### Year 4, Semester 1

EEB584 Introduction to Design

Electrical and Computer Engineering elective unit

International Business Area Study 1

Business Double Major / Extended Major / Specialisation Unit

### Year 1, Semester 2

BSB126 Marketing

MGB220 Management Research Methods

ENB103 Electrical Engineering

MAB132 Engineering Mathematics 2A

OR

MAB182 Engineering Mathematics 2B

### Year 4, Semester 2

EEB684 Advanced Design

Electrical and Computer Engineering elective unit

International Business Area Study 2

Business Double Major / Extended Major / Specialisation Unit

### Year 2, Semester 1

ENB240 Introduction To Electronics

ENB246 Engineering Problem Solving

MAB233 Engineering Mathematics 3

PCB136 Engineering Physics 1C

### Year 5, Semester 1

EEB889-1 Project

Electrical and Computer Engineering elective unit

Business Double Major / Extended Major / Specialisation Unit

Business Double Major / Extended Major / Specialisation Unit

### Year 2, Semester 2

ENB243 Linear Circuits and Systems

BSB110 Accounting

MGB211 Organisational Behaviour

MGB222 Managing Organisations

### Year 5, Semester 2

EEB889-2 Project

### Year 3, Semester 1

BSB113 Economics approved substitute unit to satisfy course requirements.  
 BSB114 Government, Business and Society

EEB311 Electrical Measurement and Machines

ENB240 Introduction To Electronics

**Course structure - Marketing**

**Year 3, Semester 2**

BSB111 Business Law and Ethics  
 Business Double Major / Extended Major /  
 Specialisation Unit

EEB411 Classical Control and Power Systems

ENB244 Microprocessors and Digital Systems

**Year 1, Semester 1**

BEB100 Introducing Professional Learning

BSB119 International and Electronic Business

BSB126 Marketing

MAB180 Engineering Mathematics 1B

OR

MAB131 Engineering Mathematics 1A

MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or better in Queensland Mathematics C

**Year 4, Semester 1**

EEB584 Introduction to Design  
 Electrical and Computer Engineering elective unit

MGB210 Production and Service Management  
 Business Double Major / Extended Major /  
 Specialisation Unit

**Year 1, Semester 2**

AMB200 Consumer Behaviour

AMB240 Marketing Planning and Management

ENB103 Electrical Engineering

MAB132 Engineering Mathematics 2A

OR

MAB182 Engineering Mathematics 2B

**Year 4, Semester 2**

EEB684 Advanced Design  
 Electrical and Computer Engineering elective unit

MGB334 Managing in a Changing Environment  
 Business Double Major / Extended Major /  
 Specialisation Unit

**Year 2, Semester 1**

ENB240 Introduction To Electronics

ENB246 Engineering Problem Solving

MAB233 Engineering Mathematics 3

PCB136 Engineering Physics 1C

**Year 5, Semester 1**

EEB889-1 Project  
 Electrical and Computer Engineering elective unit

Business Double Major / Extended Major /  
 Specialisation Unit

Business Double Major / Extended Major /  
 Specialisation Unit

**Year 2, Semester 2**

ENB243 Linear Circuits and Systems

AMB201 Marketing and Audience Research

AMB241 E-Marketing Strategies

BSB115 Management, People and Organisations

**Year 5, Semester 2**

EEB889-2 Project  
 Electrical and Computer Engineering elective unit

MGB309 Strategic Management  
 Business Double Major / Extended Major /  
 Specialisation Unit

**Year 3, Semester 1**

BSB113 Economics  
 Business Double Major / Extended Major /  
 Specialisation Unit

EEB311 Electrical Measurement and Machines

ENB240 Introduction To Electronics

**Business Units**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an

**Year 3, Semester 2**

BSB114 Government, Business and Society  
 Business Double Major / Extended Major /  
 Specialisation Unit

EEB411 Classical Control and Power Systems

ENB244 Microprocessors and Digital Systems

**Year 4, Semester 1**

AMB340 Services Marketing

Business Double Major / Extended Major /  
 Specialisation Unit

## BUSINESS

EEB584 Introduction to Design  
Electrical and Computer Engineering elective unit

### Year 4, Semester 2

AMB341 Strategic Marketing  
Business Double Major / Extended Major / Specialisation Unit

EEB684 Advanced Design  
Electrical and Computer Engineering elective unit

### Year 5, Semester 1

BSB111 Business Law and Ethics  
Business Double Major / Extended Major / Specialisation Unit

EEB889-1 Project  
Electrical and Computer Engineering elective unit

### Year 5, Semester 2

BSB110 Accounting  
Business Double Major / Extended Major / Specialisation Unit

EEB889-2 Project  
Electrical and Computer Engineering elective unit

### Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

### Course structure - Public Relations

#### Year 1, Semester 1

BEB100 Introducing Professional Learning

BSB119 International and Electronic Business

BSB126 Marketing

MAB180 Engineering Mathematics 1B

OR

MAB131 Engineering Mathematics 1A

MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or better in Queensland Mathematics C

#### Year 1, Semester 2

AMB260 Public Relations Theory and Practice

BSB115 Management, People and Organisations

ENB103 Electrical Engineering

MAB132 Engineering Mathematics 2A

OR

MAB182 Engineering Mathematics 2B

### Year 2, Semester 1

ENB240 Introduction To Electronics

ENB246 Engineering Problem Solving

MAB233 Engineering Mathematics 3

PCB136 Engineering Physics 1C

### Year 2, Semester 2

ENB243 Linear Circuits and Systems

AMB261 Media Relations and Publicity

AMB262 Public Relations Writing

BSB113 Economics

### Year 3, Semester 1

AMB201 Marketing and Audience Research

Business Double Major / Extended Major / Specialisation Unit

EEB311 Electrical Measurement and Machines

ENB240 Introduction To Electronics

### Year 3, Semester 2

BSB114 Government, Business and Society

Business Double Major / Extended Major / Specialisation Unit

EEB411 Classical Control and Power Systems

ENB244 Microprocessors and Digital Systems

### Year 4, Semester 1

AMB360 Corporate Communication Management

Business Double Major / Extended Major / Specialisation Unit

EEB584 Introduction to Design

Electrical and Computer Engineering elective unit

### Year 4, Semester 2

AMB361 Public Relations Campaigns

Business Double Major / Extended Major / Specialisation Unit

EEB684 Advanced Design

Electrical and Computer Engineering elective unit

### Year 5, Semester 1

BSB111 Business Law and Ethics

Business Double Major / Extended Major / Specialisation Unit

EEB889-1 Project  
Electrical and Computer Engineering elective  
unit

#### Year 5, Semester 2

BSB110 Accounting  
Business Double Major / Extended Major /  
Specialisation Unit

EEB889-2 Project  
Electrical and Computer Engineering elective  
unit

#### Business Units

Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

The units AMB201 Market and Audience  
Research and MGB220 Management  
Research Methods are incompatible units.  
Students undertaking HRM or Management as  
a double major should contact the school for  
enrolment advice. From semester 2, 2003  
students who complete both MGB220 &  
AMB201 will be required to undertake an  
approved substitute unit to satisfy course  
requirements.

#### **Potential Careers:**

Account Executive, Accountant, Actuary, Administrator,  
Advertising Professional, Banker, Banking and Finance  
Professional, Business Analyst, Certified Practicing  
Accountant, Corporate Secretary, Economist, Electrical and  
Computer Engineer, Electrical Engineer, Electronic  
Commerce Developer, Exchange Student, Financial  
Advisor/Analyst, Financial Project Manager, Funds  
Manager, Government Officer, Human Resource Developer,  
Human Resource Manager, International Business  
Specialist, Internet Professional, Investment Manager,  
Manager, Marketing Officer/Manager, Public Relations  
Officer/Consultant, Public Servant, Publishing Professional,  
Risk Manager, Software Engineer, Stockbroker, Web  
Designer.



## **Bachelor of Arts/Bachelor of Business (Accountancy, Banking and Finance, Economics or Marketing) (IF30)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 037539D

**Course duration (full-time):** 4.5 years (9 semesters)

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$12,480

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February and July

**QTAC code:** This course is no longer offered - see IX38 B Arts/B Business

**Past rank cut-off:** 72

**Past OP cut-off:** 13

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Maths A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education Course, Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 432 (192 cp in Arts and 240 cp in Business)

**Standard credit points per full-time semester:** 48

**Course coordinator:** Dr Iraphne Childs (Humanities and Human Services); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Ms Ros Kent (Accountancy); Mr Bill Proud (Marketing); Dr Adam Clements (Banking & Finance) and Dr Radhika Lahiri (Economics)

**Campus:** Gardens Point and Carseldine

### **Discontinuation**

Students should note that from Semester 1, 2007 this course has been renamed and recoded to IX38 Bachelor of Arts/Bachelor of Business. Therefore, there will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2007, are able to remain enrolled in it.

For course structure information on the new course, please refer to the new course.

### **Other Majors**

See also the separate entry for the following majors in this course: Bachelor of Arts/Bachelor of Business (Advertising, Electronic Business, Human Resource Management, International Business, Management, or Public Relations).

### **Career Outcomes**

- Humanities graduates find employment in areas such as government, diplomacy, higher education and public service.

- Graduates of the Bachelor of Business (Accountancy) can

expect to find employment in public practice, industry and commerce or government. In public practice the main areas of specialisation are auditing, financial analysis, corporate secretarial functions, costing, taxation, receivership, bankruptcy, trusteeship or management services. In industry and commerce, accountancy graduates are employed in management positions.

- Graduates of the Banking and Finance major find employment in the banking area of finance which can involve retail, wholesale or international projects, the funding of operations and investment of funds in loans or liquidity.

- Graduates with Economics training are highly sought after. They are employed as economists and in a wide variety of related professional areas.

- Graduates of the Marketing major find employment in industry and government in roles including marketing and research, sales management and product development and management. They are also employed as marketing managers and consultants in the national and international business environments.

### **Professional Recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

\*Accountancy: CPA Australia (associate membership & enrolment in the CPA Program), Institute of Chartered Accountants in Australia (ICAA)(enrolment in the CA Program).

\*Banking and Finance: Australasian Institute of Banking and Finance (AIBF).

\*Economics: Economic Society of Australia (Queensland Division).

\*Marketing: Australian Marketing Institute, Market Research Society of Australia, Australian Institute of Management, Australian Institute of Export (Qld) Ltd, American Marketing Association.

### **Course Design**

Students are required to complete 432 credit points comprised of 192 credit points from the Bachelor of Arts program and 240 credit points from the Bachelor of Business program.

### **BA Course Requirements - Commencing Students**

BA Course Requirements (Years 1-4)

Students are required to complete:

\* One Multidisciplinary Professional Major (1 core unit + 6 units in the major)

It is suggested that they complete the Core Units Program consisting of the following:

\* Two core units in first semester (from a selection of core introductory and core skills units)

(Note: one of the core introductory units will sit within the chosen Interdisciplinary Professional Major.

\* Year 2: research methods unit. Students are advised to take at least two of these units.

**BA Course Requirements - Commencing Students (cont.)**

Students must maintain a minimum of 50% enrolment in units from the BA program until they have completed eight of these units (96 credit points).

Students may wish to:

- develop a Minor (48 credit points) in one of the interdisciplinary professional areas
- develop a Minor (48 credit points) in a disciplinary study sequence or in another QUT course
- take a series of elective units.

Students wishing to complete a full discipline studies sequence (6 units) will need to amend their core units program.

Students planning to complete a full Language sequence (6 units) will need to discuss their program with the relevant Course Coordinator in order to ensure that they begin their Language studies in first semester and that their language units can be continued into their third year.

NB: Students are required to complete 16 units in the BA component of the double degree. Of these 12 must be BA units i.e. HHB coded units.

**Multidisciplinary Professional Majors**

For details, refer to the Bachelor of Arts Degree (HH01).

**Discipline Majors**

For details, refer to the Bachelor of Arts Degree (HH01).

**Minor Sequences**

For details, refer to the Co-Majors entry in the Bachelor of Arts (HH01) entry as any of these are available to be taken as Minors.

**Key Terms - BA**

\*Multidisciplinary Professional Major - one of five interdisciplinary study sequences in the BA degree (International and Global Studies, Society and Change, Ethics and Human Rights, Community Studies, Australian Studies), consisting of one core unit plus six further units from the appropriate list (making a total of 84 credit points). Students must complete at least one of these to fulfil the requirements of the degree. NB - a unit may not be counted in more than one multidisciplinary professional major, discipline major or minor.

\* Discipline Major - a set of six units (72 credit points) in a given discipline (Geography, History, Languages, Social Science). In Languages, this consists of six sequenced units in one Language. In other disciplines the six units must include one introductory unit to the discipline.

\*Minor Study Sequence - a study sequence of any four units (48 credit points) in a given subject area. NB - a unit may not be counted in more than one minor.

\* Elective Units - units selected by students to fit into their study program.

**Deferment**

QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience. Further information is available at [www.deferment.qut.edu.au](http://www.deferment.qut.edu.au).

**Example of full-time Course structure**

<b>Year 1, Semester 1</b>	
	Core Unit (Major)
HHB116	Applied Skills And Scholarship Business Unit Business Unit
<b>Year 1, Semester 2</b>	
	Major unit Major Unit Business Unit Business Unit
<b>Year 2, Semester 1</b>	
	Core unit (major or skills) Core unit (major or skills) Business Unit Business Unit
<b>Year 2, Semester 2</b>	
	Major unit Minor unit Business Unit Business Unit
<b>Year 3, Semester 1</b>	
	Major unit Core unit (research methods) Business Unit Business Unit
<b>Year 3, Semester 2</b>	
	Minor Unit Core unit (research methods) Business Unit Business Unit
<b>Year 4, Semester 1</b>	
	Major unit Minor unit Business Unit Business Unit
<b>Year 4, Semester 2</b>	

Major unit  
 Minor unit  
 Business Unit  
 Business Unit

Double Major / Specialisation Unit

**Year 5, Semester 1**

Business Unit  
 Business Unit  
 Business Unit  
 Business Unit

**Year 4, Semester 2**

AYB225 Management Accounting  
 Double Major /Specialisation Unit

**Year 5, Semester 1**

AYB301 Auditing  
 BSB114 Government, Business and Society  
 Double Major / Specialisation Unit  
 Double Major / Specialisation Unit

**Key Terms - BA**

For details of key terms used in the BA, refer to the Bachelor of Arts (Humanities)  
 HU22 course entry in the Humanities and Human Services section.  
 null

Students should refer to the BS56 Course Notes entry for information on double major/specialisation units

**Course structure- Accountancy (For students seeking professional recognition)**

**Arts Major/Minor Sequences**

For details of foundation units, and major and minor sequences  
 (Lists A, B and C), refer to the Bachelor of Arts (Humanities)(HH01)  
 course entry in the Humanities and Human Services section.

**Year 1, Semester 1**

BSB110 Accounting  
 BSB113 Economics

**Year 1, Semester 2**

AYB121 Financial Accounting  
 BSB122 Quantitative Analysis and Finance

**Course structure- Accountancy (For students not seeking professional recognition)**

**Year 1, Semester 1**

BSB110 Accounting  
 BSB113 Economics

**Year 2, Semester 1**

BSB111 Business Law and Ethics  
 BSB115 Management, People and Organisations

**Year 1, Semester 2**

AYB121 Financial Accounting  
 BSB122 Quantitative Analysis and Finance

**Year 2, Semester 2**

BSB119 International and Electronic Business  
 BSB126 Marketing

**Year 2, Semester 1**

BSB111 Business Law and Ethics  
 BSB115 Management, People and Organisations

**Year 3, Semester 1**

BSB114 Government, Business and Society  
 EFB101 Data Analysis for Business

**Year 2, Semester 2**

BSB119 International and Electronic Business  
 BSB126 Marketing

**Year 3, Semester 2**

AYB221 Computerised Accounting Systems  
 AYB223 Law of Business Associations

**Year 3, Semester 1**

EFB101 Data Analysis for Business  
 Double Major / Specialisation Unit

**Year 4, Semester 1**

AYB220 Company Accounting  
 EFB210 Finance 1

**Year 3, Semester 2**

AYB221 Computerised Accounting Systems  
 Double Major / Specialisation Unit

**Year 4, Semester 2**

AYB225 Management Accounting  
 AYB311 Financial Accounting Issues

**Year 4, Semester 1**

AYB220 Company Accounting

**Year 5, Semester 1**

AYB301 Auditing  
 AYB321 Strategic Management Accounting

## BUSINESS

AYB325	Taxation Law
AYB339	Accountancy Capstone

### Course structure - Banking and Finance

#### Year 1 Semester 1

BSB113	Economics
BSB122	Quantitative Analysis and Finance

#### Year 1 Semester 2

BSB115	Management, People and Organisations
EFB102	Economics 2

#### Year 2 Semester 1

BSB114	Government, Business and Society
EFB101	Data Analysis for Business

#### Year 2 Semester 2

BSB110	Accounting
BSB126	Marketing

#### Year 3 Semester 1

BSB119	International and Electronic Business
EFB210	Finance 1

#### Year 3 Semester 2

EFB307	Finance 2
	Double Major / Extended Major / Specialisation Unit

#### Year 4 Semester 1

EFB201	Financial Markets
	Double Major / Extended Major / Specialisation Unit

#### Year 4 Semester 2

EFB312	International Finance
	Double Major / Extended Major / Specialisation Unit

#### Year 5 Semester 1

BSB111	Business Law and Ethics
	Double Major / Extended Major / Specialisation Unit
	Double Major / Extended Major / Specialisation Unit
	Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### Course structure - Economics

#### Year 1 Semester 1

BSB113	Economics
BSB122	Quantitative Analysis and Finance

#### Year 1 Semester 2

BSB115	Management, People and Organisations
EFB102	Economics 2

#### Year 2 Semester 1

BSB126	Marketing
EFB101	Data Analysis for Business

#### Year 2 Semester 2

BSB110	Accounting
BSB114	Government, Business and Society

#### Year 3 Semester 1

EFB202	Business Cycles and Economic Growth
EFB211	Firms, Markets and Resources

#### Year 3 Semester 2

EFB314	International Trade and Economic Competitiveness
	Double Major / Extended Major / Specialisation Unit

#### Year 4 Semester 1

BSB119	International and Electronic Business
	Double Major / Extended Major / Specialisation Unit

#### Year 4 Semester 2

EFB329	Contemporary Applications of Economics Theory
	Double Major / Extended Major / Specialisation Unit

#### Year 5 Semester 1

BSB111	Business Law and Ethics
	Double Major / Extended Major / Specialisation Unit
	Double Major / Extended Major / Specialisation Unit
	Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### Course structure - Marketing

#### Year 1, Semester 1

BSB122	Quantitative Analysis and Finance
BSB126	Marketing

#### Year 1, Semester 2

AMB200	Consumer Behaviour
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AMB240 Marketing Planning and Management

**Year 2, Semester 1**

AMB201 Marketing and Audience Research

BSB119 International and Electronic Business

**Year 2, Semester 2**

AMB241 E-Marketing Strategies

Double Major / Extended Major / Specialisation

**Year 3, Semester 2**

BSB110 Accounting

Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 1**

BSB113 Economics

Double Major / Extended Major / Specialisation

**Year 4, Semester 1**

AMB340 Services Marketing

Double Major / Extended Major / Specialisation Unit

**Year 4, Semester 2**

AMB341 Strategic Marketing

Double Major / Extended Major / Specialisation Unit

**Year 5, Semester 1**

BSB111 Business Law and Ethics

BSB114 Government, Business and Society

BSB115 Management, People and Organisations

Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

**CORE PROGRAM - BA Students**

This core program for the degree consists of the following selection of units:

**First Year Core: Core Units for Professional Majors**

INTERNATIONAL AND GLOBAL STUDIES

HHB110 Introduction To International And Global

Studies

HHB111 Issues In International And Global Studies

SOCIETY AND CHANGE

HHB105 Exploring Change

HHB104 Understanding Society: Intro To Sociology

ETHICS AND HUMAN RIGHTS

HHB114 Introduction To Human Rights And Ethics

HHB115 Human Identity And Change

COMMUNITY STUDIES

HHB102 The Human Condition

HHB103 Contemporary Social And Community Issues

AUSTRALIAN STUDIES

HHB106 Australian Society And Culture

HHB112 Australian Politics

**First Year Core: Skills Units**

HHB116 Applied Skills And Scholarship

HHB117 Introduction To Social Research Methods

**Second Year Core: Research Methods**

HHB224 Qualitative Research Methods

HHB232 Survey Methods

HHB121 Interpreting The Past

HHB312 Geographical Research Design

**Potential Careers:**

Account Executive, Accountant, Actuary, Administrator, Banker, Banking and Finance Professional, Certified Practising Accountant, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Investment Manager, Manager, Marketing Officer/Manager, Policy Officer, Property Economist, Public Servant, Risk Manager, Social Scientist, Sociologist, Stockbroker, Translator.

**Bachelor of Arts/Bachelor of Business  
(Advertising, Electronic Business,  
Human Resource Management,  
International Business, Management or  
Public Relations) (IF30)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 037539D

**Course duration (full-time):** 4.5 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$12480

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February and July

**QTAC code:** This course is no longer offered - see IX38 B Arts/B Business

**Past rank cut-off:** 72

**Past OP cut-off:** 13

**OP Guarantee:** Yes

**Assumed knowledge:** English (4,SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email study@qut.com

**Total credit points:** 432 (192 cp in Arts and 240 cp in Business)

**Standard credit points per full-time semester:** 48

**Course coordinator:** Dr Iraphne Childs (Humanities and Human Services); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr Gayle Kerr (Advertising); Ms Sherrena Buckby (Electronic Business); Dr Amanda Gudmundsson (Human Resource Management); Mr Simon Ridings (International Business); Prof Robert Waldersee (Management); Ms Robina Xavier (Public Relations)

**Campus:** Gardens Point and Carseldine

**Discontinuation**

Students should note that from Semester 1, 2007 this course has been renamed and recoded to IX38 Bachelor of Arts/Bachelor of Business. Therefore, there will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2007, are able to remain enrolled in it.

For course structure information on the new course, please refer to the new course.

**Other Majors**

See also the separate entry for the following majors in this course: Bachelor of Arts/Bachelor of Business (Accountancy, Banking and Finance, Economics, or Marketing).

**Career Outcomes**

- Humanities graduates find employment in areas such as government, diplomacy, higher education and public service.

- Advertising graduates enter the marketplace as copywriters, media planners, account executives, media representatives, product managers and researchers.
- Electronic Business graduates enjoy a range of opportunities in public, private and non-profit sectors of business across all industries, including working as an electronic business consultant, web site planner, electronic business development manager, e-commerce sales executive or electronic business application developer.
- Graduates of the Human Resource Management major can expect to find employment in the public and private sectors in all areas of human resource management including recruitment, training and development, international staffing, industrial relations, pay systems and strategic human resources planning.
- The International Business major equips graduates for careers in companies engaged in international trade, multinational companies and financial institutions dealing with international marketing and investments, and public sector careers in foreign economic relations.
- Management graduates may also find employment in commercial and industrial firms, banks, insurance companies, federal, state and local government agencies, small business and in management consultancies.
- Public Relations graduates enter the marketplace as public relations managers and consultants, editors of trade and specialist publications, speechwriters, information officers, corporate communication officers and professionals, and special events managers.

**Professional Recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

- \*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.
- \*Advertising - Advertising Federation of Australia, the Australian Association of National Advertisers; the Australian Direct Marketing Association and the Queensland Commercial Radio Association;
- \*Human Resource Management - Australian Human Resources Institute, Australian Institute of Training and Development, Australian Institute of Management;
- \*International Business - Australian Institute of Export;
- \*Management - Australian Institute of Management;
- \*Public Relations - Public Relations Institute of Australia.

**Course Design**

Students are required to complete 432 credit points comprised of 192 credit points for the Bachelor of Arts component, and 240 credit points for the Bachelor of Business component.

**Deferral**

QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience. Further information is available at

www.deferment.qut.edu.au.

**Example of full-time Course structure**

**Year 1, Semester 1**

Core Unit (Major)

HHB116 Applied Skills And Scholarship  
Business Unit  
Business Unit

**Year 1, Semester 2**

Major unit

Major Unit

Business Unit

Business Unit

**Year 2, Semester 1**

Core unit (major or skills)

Core unit (major or skills)

Business Unit

Business Unit

**Year 2, Semester 2**

Major unit

Minor unit

Business Unit

Business Unit

**Year 3, Semester 1**

Major unit

Core unit (research methods)

Business Unit

Business Unit

**Year 3, Semester 2**

Minor Unit

Core unit (research methods)

Business Unit

Business Unit

**Year 4, Semester 1**

Major unit

Minor unit

Business Unit

Business Unit

**Year 4, Semester 2**

Major unit

Minor unit

Business Unit

Business Unit

**Year 5, Semester 1**

Business Unit

Business Unit

Business Unit

Business Unit

**Key Terms - BA**

For details of key terms used in the BA, refer to the Bachelor of Arts (Humanities)

HU22 course entry in the Humanities and Human Services section.

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**Arts Major/Minor Sequences**

For details of foundation units, and major and minor sequences

(Lists A, B and C), refer to the Bachelor of Arts (Humanities)(HH01)

course entry in the Humanities and Human Services section.

**Course structure - Advertising**

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

**Year 1, Semester 2**

AMB200 Consumer Behaviour

AMB220 Advertising Theory and Practice

**Year 2, Semester 1**

AMB221 Advertising Copywriting

BSB119 International and Electronic Business

**Year 2, Semester 2**

AMB222 Media Planning

Business Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 1**

BSB115 Management, People and Organisations

Business Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 2**

BSB114 Government, Business and Society

Business Double Major / Extended Major / Specialisation Unit

**Year 4, Semester 1**

AMB320 Advertising Management

Business Double Major / Extended Major / Specialisation Unit

**Year 4, Semester 2**

AMB321 Advertising Campaigns  
Business Double Major / Extended Major /  
Specialisation Unit

Business Double Major Unit  
Business Double Major Unit

**Year 5, Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics  
BSB113 Economics  
Business Double Major / Extended Major /  
Specialisation Unit

Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

**Course Structure - Electronic Business**

Note: The Electronic Business Major must be undertaken  
with another Business Major

**Year 1, Semester 1**

BSB111 Business Law and Ethics  
BSB119 International and Electronic Business

**Year 1, Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

**Year 2, Semester 1**

BSB110 Accounting  
BSB212 Electronic Business Applications

**Year 2, Semester 2**

BSB115 Management, People and Organisations  
ITB823 Web Sites For Electronic Commerce

**Year 3, Semester 1**

BSB113 Economics  
BSB114 Government, Business and Society

**Year 3, Semester 2**

BSB213 Governance Issues in E-Business  
Double Major Unit

**Year 4, Semester 1**

ITB233 Enterprise Systems Applications  
Business Double Major Unit

**Year 4, Semester 2**

ITB239 Enterprise Data Mining  
Business Double Major Unit

**Year 5, Semester 1**

BSB314 E-Business Intelligence  
Business Double Major Unit

Students should refer to the BS56 Course  
Notes entry for information on double major  
units

**Course structure - Human Resource Management**

**Year 1, Semester 1**

BSB115 Management, People and Organisations  
BSB122 Quantitative Analysis and Finance

**Year 1, Semester 2**

BSB126 Marketing  
MGB220 Management Research Methods

**Year 2, Semester 1**

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

**Year 2, Semester 2**

MGB207 Human Resource Issues and Strategy  
MGB211 Organisational Behaviour

**Year 3, Semester 1**

BSB110 Accounting  
MGB222 Managing Organisations

**Year 3, Semester 2**

MGB314 Organisational Consulting and Change  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 4, Semester 1**

BSB113 Economics  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 4, Semester 2**

Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 5, Semester 1**

BSB111 Business Law and Ethics  
MGB309 Strategic Management  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit

Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units



The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

**Course structure - International Business (with a language specialisation)**

Students undertake one language area only and may study French, German, Indonesian or Japanese, or seek approval to undertake a different language at another tertiary institution. Mandarin is offered only as intensive 24 credit point unit in Summer school mode, followed by in-country experience.

Students undertaking a language specialisation must complete a minimum of four language units, plus IBB205 Cross-Cultural Communication and Negotiation and an International Business Unit or two additional language units. The School of Humanities and Human Services offers language units at QUT.

**Year 1, Semester 1**

BSB119 International and Electronic Business  
Language 1

**Year 1, Semester 2**

BSB115 Management, People and Organisations  
Language 2

**Year 2, Semester 1**

BSB113 Economics  
Language 3

**Year 2, Semester 2**

IBB213 International Marketing  
Language 4

**Year 3, Semester 1**

BSB122 Quantitative Analysis and Finance  
Language 5  
OR  
IBB205 Cross-Cultural Communication and Negotiation

**Year 3, Semester 2**

IBB202 Fundamentals of International Finance  
Language 6  
OR  
International Business Elective Unit (IBB2xx,  
IBB3xx)

**Year 4, Semester 1**

BSB114 Government, Business and Society

**International Business Area Study 1**

**Year 4, Semester 2**

BSB126 Marketing  
International Business Area Study 2

**Year 5, Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics  
IBB210 Export Management  
IBB300 International Business Strategy

**International Business Area Study Units:**

Students must complete one of the following pairs of area study units:

IBB208 European Business Development  
IBB308 Contemporary Business in Europe  
OR  
IBB217 Asian Business Development  
IBB317 Contemporary Business in Asia

**Course structure - International Business (without a language specialisation)**

**Year 1, Semester 1**

BSB113 Economics  
BSB119 International and Electronic Business

**Year 1, Semester 2**

BSB115 Management, People and Organisations  
BSB126 Marketing

**Year 2, Semester 1**

BSB122 Quantitative Analysis and Finance  
IBB213 International Marketing

**Year 2, Semester 2**

BSB110 Accounting  
IBB202 Fundamentals of International Finance

**Year 3, Semester 1**

IBB210 Export Management  
International Business Area Study 1

**Year 3, Semester 2**

BSB114 Government, Business and Society  
International Business Area Study 2

**Year 4, Semester 1**

Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 4, Semester 2**

## BUSINESS

IBB300 International Business Strategy  
Business Double Major / Extended Major /  
Specialisation Unit

### Year 5, Semester 1

BSB111 Business Law and Ethics  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit

### International Business Area Study Units:

Students must complete one of the following  
pairs of area study units:

IBB208 European Business Development  
IBB308 Contemporary Business in Europe  
OR  
IBB217 Asian Business Development  
IBB317 Contemporary Business in Asia

Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

### Course structure - Management

#### Year 1, Semester 1

BSB115 Management, People and Organisations  
BSB122 Quantitative Analysis and Finance

#### Year 1, Semester 2

BSB126 Marketing  
MGB220 Management Research Methods

#### Year 2, Semester 1

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

#### Year 2, Semester 2

MGB211 Organisational Behaviour  
MGB222 Managing Organisations

#### Year 3, Semester 1

BSB110 Accounting  
MGB210 Production and Service Management

#### Year 3, Semester 2

Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit

#### Year 4, Semester 1

BSB113 Economics

MGB334 Managing in a Changing Environment

### Year 4, Semester 2

MGB309 Strategic Management  
Business Double Major / Extended Major /  
Specialisation Unit

### Year 5, Semester 1

BSB111 Business Law and Ethics  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit

Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

The units AMB201 Market and Audience  
Research and MGB220 Management  
Research Methods are incompatible units.  
Students undertaking Marketing or Public  
Relations as a double major should contact the  
school for enrolment advice. From Semester 2,  
2003 students who complete both MGB220 &  
AMB201 will be required to undertake an  
approved substitute unit to satisfy course  
requirements.

### Course structure - Public Relations

#### Year 1, Semester 1

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

#### Year 1, Semester 2

AMB260 Public Relations Theory and Practice  
BSB119 International and Electronic Business

#### Year 2, Semester 1

AMB201 Marketing and Audience Research  
AMB261 Media Relations and Publicity

#### Year 2, Semester 2

AMB262 Public Relations Writing  
Business Double Major / Extended Major /  
Specialisation Unit

#### Year 3, Semester 1

BSB115 Management, People and Organisations  
Business Double Major / Extended Major /  
Specialisation Unit

#### Year 3, Semester 2

BSB110 Accounting  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 4, Semester 1**

AMB360 Corporate Communication Management  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 4, Semester 2**

AMB361 Public Relations Campaigns  
Business Double Major / Extended Major /  
Specialisation Unit

**Year 5, Semester 1**

BSB111 Business Law and Ethics  
BSB113 Economics  
BSB114 Government, Business and Society  
Business Double Major / Extended Major /  
Specialisation Unit

Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

The units AMB201 Market and Audience  
Research and MGB220 Management  
Research Methods are incompatible units.  
Students undertaking HRM or Management as  
a double major should contact the school for  
enrolment advice. From Semester 2, 2003  
students who complete both MGB220 &  
AMB201 will be required to undertake an  
approved substitute unit to satisfy course  
requirements.

**CORE PROGRAM - BA Students**

This core program for the degree consists of the following  
selection of units:

**First Year Core: Core Units for Professional Majors****INTERNATIONAL AND GLOBAL STUDIES**

HHB110 Introduction To International And Global  
Studies  
HHB111 Issues In International And Global Studies

**SOCIETY AND CHANGE**

HHB105 Exploring Change  
HHB104 Understanding Society: Intro To Sociology

**ETHICS AND HUMAN RIGHTS**

HHB114 Introduction To Human Rights And Ethics  
HHB115 Human Identity And Change

**COMMUNITY STUDIES**

HHB102 The Human Condition  
HHB103 Contemporary Social And Community Issues

**AUSTRALIAN STUDIES**

HHB106 Australian Society And Culture  
HHB112 Australian Politics

**First Year Core: Skills Units**

HHB116 Applied Skills And Scholarship  
HHB117 Introduction To Social Research Methods

**Second Year Core: Research Methods**

HHB224 Qualitative Research Methods  
HHB232 Survey Methods  
HHB121 Interpreting The Past  
HHB312 Geographical Research Design

**Potential Careers:**

Academic, Administrator, Advertising Professional, Arts  
Administrator, Business Analyst, Community Worker,  
Diplomat, Exchange Student, Government Officer, Higher  
Education Worker, Home Economist, Human Resource  
Developer, Human Resource Manager, Human Services  
Practitioner, International Business Specialist, Journalist,  
Manager, Manufacturer, Organisational Communication  
Specialist, Public Relations Officer/Consultant, Public  
Servant, Publishing Professional, Social Scientist,  
Sociologist, Translator.

## **Bachelor of Business/Bachelor of Laws (IF41)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 006386F

**Course duration (full-time):** 5 Years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$12,480; CSP \$7,604

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February and July\* (\*Subject to availability)

**QTAC code:** 419222; Dfee: 419266

**Past rank cut-off:** 90; Dfee: 85

**Past OP cut-off:** 6; Dfee: 8

**Assumed knowledge:** English (4, SA) and Mathematics A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 528

**Standard credit points per full-time semester:** 60

**Course coordinator:** Mr Andrew Paltridge (Business); Director, Undergraduate Programs (Law)

**Discipline coordinator:** Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point

### **OP Guarantee**

The OP Guarantee does not apply to this program.

### **Career Outcomes**

The Bachelor of Laws component of this double degree covers the areas of law required for the purposes of admission to practise as a Solicitor and/or Barrister in all Australian states and territories. Graduates of the Bachelor of Business may find employment as Accountants, Advertising Professionals, Banking and Finance Consultants, Economists, Human Resource Managers, International Business Specialists, Managers, Marketing Officers, Public Relations Officers.

### **Professional Recognition**

The Bachelor of Laws degree satisfies the academic requirements for admission to practise as a Solicitor or Barrister in Queensland.

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to

satisfy the academic requirements for membership as follows:

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

\*Accountancy: CPA Australia (associate membership & enrolment in the CPA Program), Institute of Chartered Accountants in Australia (ICAA)(enrolment in the CA Program).

\*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association and the Queensland Commercial Radio Association;

\*Banking and Finance: Australasian Institute of Banking and Finance (AIBF).

\*Economics: Economic Society of Australia (Queensland Division).

\*Human Resource Management - Australian Human Resources Institute, Australian Institute of Training and Development, Australian Institute of Management;

\*International Business - Australian Institute of Export;

\*Management - Australian Institute of Management;

\*Marketing: Australian Marketing Institute, Market Research Society of Australia, Australian Institute of Management, Australian Institute of Export (Qld) Ltd, American Marketing Association.

\*Public Relations - Public Relations Institute of Australia.

### **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.

For the Business component, students undertake 7 Faculty core units and 6 units from one of the following Majors plus 3 specialisation units.

### **Law Elective Units**

For information on the availability of law elective units, please refer to the relevant section in the Bachelor of Laws course entry in the Faculty of Law section.

### **Deferment**

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

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

Find out more on deferment.

### **Advertising**

#### **Year 1 Semester 1**

BSB119 International and Electronic Business

BSB126 Marketing

# BUSINESS

## Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

## Year 2 Semester 1

BSB114 Government, Business and Society  
AMB200 Consumer Behaviour

## Year 2 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB113 Economics

## Year 3 Semester 1

AMB220 Advertising Theory and Practice  
AMB230 Internet Promotion

## Year 3 Semester 2

AMB221 Advertising Copywriting  
AMB222 Media Planning

## Year 4 Semester 1

AMB320 Advertising Management  
AMB330 Advertising Strategy and Planning

## Year 4 Semester 2

AMB321 Advertising Campaigns  
AMB202 Integrated Marketing Communication

### Banking & Finance

## Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

## Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

## Year 2 Semester 1

BSB110 Accounting  
BSB122 Quantitative Analysis and Finance

## Year 2 Semester 2

EFB102 Economics 2  
BSB119 International and Electronic Business

## Year 3 Semester 1

EFB210 Finance 1  
EFB201 Financial Markets

## Year 3 Semester 2

EFB307 Finance 2  
EFB312 International Finance

## Year 4 Semester 1

EFB200 Applied Regression Analysis  
EFB318 Portfolio and Security Analysis

## Year 4 Semester 2

Any finance unit  
Any finance unit

### Economics

## Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

## Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

## Year 2 Semester 1

BSB110 Accounting  
EFB102 Economics 2

## Year 2 Semester 2

BSB119 International and Electronic Business  
EFB210 Finance 1

## Year 3 Semester 1

EFB211 Firms, Markets and Resources  
EFB202 Business Cycles and Economic Growth

## Year 3 Semester 2

Any economics unit  
EFB328 Public Economics and Finance

## Year 4 Semester 1

BSB122 Quantitative Analysis and Finance  
EFB200 Applied Regression Analysis

## Year 4 Semester 2

EFB329 Contemporary Applications of Economics Theory  
EFB314 International Trade and Economic Competitiveness

### Accountancy

## Year 1 Semester 1

BSB110 Accounting  
BSB115 Management, People and Organisations

## Year 1 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB114 Government, Business and Society

## Year 2 Semester 1

## BUSINESS

BSB113 Economics

AYB121 Financial Accounting

### Year 2 Semester 2

BSB119 International and Electronic Business

BSB126 Marketing

### Year 3 Semester 1

AYB220 Company Accounting

AYB221 Computerised Accounting Systems

### Year 3 Semester 2

AYB225 Management Accounting

AYB301 Auditing

### Year 4 Semester 1

EFB101 Data Analysis for Business

AYB311 Financial Accounting Issues

or

AYB321 Strategic Management Accounting

### Year 4 Semester 2

EFB210 Finance 1

AYB339 Accountancy Capstone

From Semester 1, 2007, AYB339 Accountancy Capstone will replace EFB102 Economics 2 in this structure. If you are a continuing student in 2007 you may choose to complete EITHER AYB339 Accountancy Capstone OR EFB102 Economics 2 if. EFB102 and AYB339 are not required for professional recognition by either the ICAA or CPA Australia. Prerequisites for AYB339 Accountancy Capstone are: AYB220 Company Accounting and either AYB311 Financial Accounting Issues or AYB321 Strategic Management Accounting. If you wish to enrol in AYB339 Accountancy Capstone you should contact the School of Accountancy to discuss your study program to ensure you will meet the unit pre-requisites.

## Electronic Business

### Year 1 Semester 1

BSB115 Management, People and Organisations

BSB119 International and Electronic Business

### Year 1 Semester 2

BSB114 Government, Business and Society

BSB126 Marketing

### Year 2 Semester 1

BSB110 Accounting

BSB122 Quantitative Analysis and Finance

### Year 2 Semester 2

BSB113 Economics

AMB230 Internet Promotion

### Year 3 Semester 1

BSB212 Electronic Business Applications

ITB233 Enterprise Systems Applications

### Year 3 Semester 2

BSB213 Governance Issues in E-Business

ITB823 Web Sites For Electronic Commerce

### Year 4 Semester 1

MGB334 Managing in a Changing Environment

AYB221 Computerised Accounting Systems

### Year 4 Semester 2

BSB314 E-Business Intelligence

ITB239 Enterprise Data Mining

## Human Resource Management

### Year 1 Semester 1

BSB113 Economics

BSB115 Management, People and Organisations

### Year 1 Semester 2

BSB114 Government, Business and Society

BSB126 Marketing

### Year 2 Semester 1

BSB110 Accounting

BSB122 Quantitative Analysis and Finance

### Year 2 Semester 2

MGB207 Human Resource Issues and Strategy

BSB119 International and Electronic Business

### Year 3 Semester 1

MGB220 Management Research Methods

HRM Option Unit

### Year 3 Semester 2

MGB211 Organisational Behaviour

HRM Option Unit

### Year 4 Semester 1

MGB221 Performance and Reward

HRM Option Unit

### Year 4 Semester 2

MGB320 Recruitment and Selection

MGB331 Training and Development

### HRM Option Unit List

MGB201 The Legal Context of Employment Relations

MGB209 Occupational Health and Safety Management

# BUSINESS

MGB224	Australian Industrial Relations
MGB304	Human Resource Information Management
MGB305	Human Resource Management Strategy and Policy
MGB314	Organisational Consulting and Change
MGB315	Personal and Professional Development
MGB325	Advanced Practice in Training and Development

HRM students must choose three from the above list (one must be a Level 3 unit).

## International Business

### Year 1 Semester 1

BSB119	International and Electronic Business
BSB126	Marketing

### Year 1 Semester 2

BSB110	Accounting
BSB115	Management, People and Organisations

### Year 2 Semester 1

BSB114	Government, Business and Society
IBB202	Fundamentals of International Finance

### Year 2 Semester 2

BSB122	Quantitative Analysis and Finance
BSB113	Economics

### Year 3 Semester 1

IBB205	Cross-Cultural Communication and Negotiation
IBB217	Asian Business Development
	or
IBB208	European Business Development

### Year 3 Semester 2

IBB210	Export Management
IBB317	Contemporary Business in Asia
	or
IBB308	Contemporary Business in Europe

### Year 4 Semester 1

IBB300	International Business Strategy
IBB304	Global Industry Analysis

### Year 4 Semester 2

IBB213	International Marketing
IBB303	International Logistics

## Management

### Year 1 Semester 1

BSB113	Economics
BSB115	Management, People and Organisations

### Year 1 Semester 2

BSB114	Government, Business and Society
BSB126	Marketing

### Year 2 Semester 1

BSB110	Accounting
BSB122	Quantitative Analysis and Finance

### Year 2 Semester 2

MGB220	Management Research Methods
BSB119	International and Electronic Business

### Year 3 Semester 1

MGB210	Production and Service Management
MGB211	Organisational Behaviour

### Year 3 Semester 2

MGB222	Managing Organisations
	Management Option Unit

### Year 4 Semester 1

MGB334	Managing in a Changing Environment
	Management Option Unit

### Year 4 Semester 2

MGB309	Strategic Management
	Management Option Unit

### Management Option Unit List

MGB216	Managing Technological Innovation in Global Business
MGB218	Venture Skills
MGB223	Creating New Enterprises
MGB312	Negotiation Skills
MGB315	Personal and Professional Development
MGB335	Project Management

Management students must choose three from the above list (one must be a Level 3 unit).

## Marketing

### Year 1 Semester 1

BSB119	International and Electronic Business
BSB126	Marketing

### Year 1 Semester 2

BSB110	Accounting
BSB115	Management, People and Organisations

### Year 2 Semester 1

BSB114	Government, Business and Society
AMB200	Consumer Behaviour

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB113 Economics

**Year 3 Semester 1**

AMB202 Integrated Marketing Communication  
AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research  
AMB241 E-Marketing Strategies

**Year 4 Semester 1**

AMB340 Services Marketing  
Any Marketing Unit

**Year 4 Semester 2**

AMB341 Strategic Marketing  
AMB352 Marketing Decision Making  
or  
IBB213 International Marketing

**Public Relations****Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
AMB201 Marketing and Audience Research

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
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  
AMB370 Public Relations Cases

**Year 4 Semester 2**

AMB361 Public Relations Campaigns

AMB371 Corporate Communication Strategies

**Potential Careers:**

Academic, Accountant, Advertising Professional, Banker, Banking and Finance Professional, Barrister, Business Analyst, Crown Law Officer, Economist, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, In-House Lawyer, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Public Servant, Risk Manager, Solicitor, Stockbroker.



## **Doctor of Philosophy (Business) (IF49)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 006365M

**Course duration (full-time):** 3 years

**Course duration (part-time):** 6 years

**Domestic fees (per credit point):** RTS/RTA; 2007 \$130 per credit point (exceeded max. entitlement) (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$12,480 (exceeded max. entitlements)

**International Fees (per semester):** 2007:\$10,000 per semester (*subject to annual review*)

**International Entry:** At any time

**Course coordinator:** Professor Kerry Brown, Director of Research

**Discipline coordinator:** Accountancy - Prof Natalie Gallery; Advertising - Dr Judy Drennan; Economics and Finance - Prof Stan Hurn; Marketing - Dr Judy Drennan; Management - Prof Mark Griffin; International Business - Mr Simon Ridings; Public Relations - Dr Judy Drennan

**Campus:** Gardens Point

### **Entry requirements**

The applicant's admission to the PhD program will depend on their academic aptitude, and the availability of supervision, infrastructure and resources needed for their course of study. Applicants would normally hold: a Bachelors degree with at least 2A Honours (or equivalent) or a Master degree by research or a Master degree by coursework that included substantial research or have satisfactorily completed a PhD qualifying program in their chosen area of study.

In addition, international students must meet English language proficiency requirements.

### **Location and Duration**

The PhD normally requires a minimum of three years of full-time study or its part-time equivalent. Study is normally undertaken at the Gardens Point campus but the University may approve study at an off-campus location (multi-modal study). Although QUT offers this flexibility, there will still be minimum attendance requirements and the University must be satisfied that adequate supervision and resources are available at the external location.

### **Overview**

The PhD offers students the opportunity to demonstrate their erudition in a broad field of learning and to make an original and substantial contribution to knowledge in that field. The Faculty will provide students with up to \$4000 for approved research related expenses associated with the preparation of their thesis (including up to \$2500 for fieldwork activities and conference attendance). Their School may also provide the student with additional funding assistance and/or opportunities for paid research assistant or tutoring work.

### **Course Structure**

Candidates will be assessed on a program of supervised research and investigation that culminates in production of their thesis. The program normally includes assessed coursework that supports conduct of their research and preparation of their thesis. Candidates should have regular, face-to-face contact with their supervisor and participate in University scholarly activities such as research seminars, teaching and publication. The length of the thesis will vary according to the topic, but should normally be no longer than 100,000 words (excluding the bibliography).

### **Further information**

Faculty of Business Research and Support Office:

Phone +61 7 3864 1320

Fax +61 7 3864 5250

e-mail: bus.research@qut.edu.au.

### **Potential Careers:**

Academic, Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Corporate Secretary, Diplomat, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Higher Education Worker, Human Resource Manager, Information Officer, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Organisational Communication Specialist, Policy Officer, Risk Manager, Translator.

**Bachelor of Mathematics/Bachelor of Business (Accountancy, Banking and Finance or Economics) (FOR CONTINUING STUDENTS ONLY) (IF60)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 027274G

**Course duration (full-time):** 4 Years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$20160

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February and July

**QTAC code:** 419212; Dfee: 419216

**Past rank cut-off:** 80. Dfee places were not offered last year.

**Past OP cut-off:** 10. Dfee places were not offered last year.

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Maths B (4, SA)

**Preparatory studies:** MATHS: QUT unit Preparatory Mathematics as a visiting student or QUT Continuing Professional Education course Mathematics Bridging. ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 432

**Standard credit points per full-time semester:** 54 (Average)

**Course coordinator:** Prof Erhan Kozan (Mathematics); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr John Sweeting (Accountancy); Dr Adam Clements (Banking & Finance) and Dr Radhika Lahiri (Economics)

**Campus:** Gardens Point

**Discontinuation**

Students should note that from Semester 1, 2007 this course has been renamed and recoded to IX37 Bachelor of Business/Bachelor of Mathematics. Therefore, there will be no further intake into this course, however, students who are currently enrolled, or have already been made an offer into this current course for 2007, are able to remain enrolled in it.

For course structure information on the new course, please refer to the new course.

**Career Opportunities**

Test Graduates are equipped to undertake sophisticated economic and financial modelling which is important in business and government decision making. Quantitative analysts are employed by the financial sector in order to optimise returns both in the short and long-term. Graduates may also become actuarial trainees in the insurance and superannuation area although further study is required in order to qualify as an actuary.

Graduates of the Accountancy major can expect to find employment in auditing, financial analysis, corporate secretarial functions, costing, taxation, receivership, bankruptcy, trusteeship or management services.

Graduates of the Banking and Finance major find employment in the banking area of finance which can involve retail, wholesale or international projects, the funding of operations and investment of funds in loans or liquidity.

Graduates with Economics training are highly sought after. They are employed as economists and in a wide variety of related professional areas to provide strategic analysis and policy advice.

**Professional Recognition**

Graduates will be eligible for membership of the Mathematical Society of Australia, the Statistical Society of Australia and, depending on unit selection, the Australian Society of Operations Research. Depending on the choice of major, extended major or specialisation graduates may be eligible for membership of the Economic Society of Australia (Queensland Division), Australian Institute of Management, Financial Services Institute of Australasia (FINSIA), Chartered Secretaries Australia, CPA Australia and the Institute of Chartered Accountants in Australia (ICAA).

**Course Design**

The course offers the opportunity to combine Mathematics with a business course majoring in Accountancy, Banking and Finance or Economics, which can be combined with an extended major in the same field, or with a double major from any of the Bachelor of Business majors, including Electronic Business.

**Mathematics Scholarships**

Students enrolled in this course can apply for industry sponsored scholarships. Mathematics equity scholarships are also awarded on the basis of socioeconomic disadvantage.

**Course Combinations**

Recommended combinations for the Business component are:

Accountancy: Extended major in Professional Accounting

Banking & Finance: Extended major in Banking, Financial Economics or Funds Management; or double major in Economics

Economics: Extended major in Financial Economics or double major in Banking & Finance.

\*Please note that EFB101 Data Analysis for Business which is normally undertaken in the majors of Accountancy, Banking and Finance & Economics, is not required as the content will be covered in the statistics units from the mathematics component of the program.

Students also note that enrolment in the unit EFB326 Applied Portfolio Management is restricted to students undertaking the Financial Economics specialisation (FES)

and the following extended majors: Banking (BFX); Financial Economics (FEX); and Funds Management (FDX).

**Deferment**

QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience. Further information is available at [www.deferment.qut.edu.au](http://www.deferment.qut.edu.au)

**Contact Details**

**Science Coordinator**

Prof Erhan Kozan  
Phone: +61 7 3138 1029  
Email: [e.kozan@qut.edu.au](mailto:e.kozan@qut.edu.au)

**Business Coordinator**

Mr Andrew Paltridge  
Phone: +61 7 3138 2343  
Email: [a.paltridge@qut.edu.au](mailto:a.paltridge@qut.edu.au)

**Discipline Coordinators**

*Accountancy*

Dr John Sweeting  
Phone: + 61 7 3138 2534  
Email: [j.sweeting@qut.edu.au](mailto:j.sweeting@qut.edu.au)

*Banking and Finance*

Dr Adam Clements  
Phone: + 61 7 3138 2525  
Email: [a.clements@qut.edu.au](mailto:a.clements@qut.edu.au)

*Economics*

Dr Radhika Lahiri  
Phone: +61 7 3138 2753  
Email: [r.lahiri@qut.edu.au](mailto:r.lahiri@qut.edu.au)

**Course structure - Accountancy Major (For students with SA in Senior Maths B & C)**

**Year 1, Semester 1**

- BSB110 Accounting
- BSB113 Economics
- MAB101 Statistical Data Analysis 1
- MAB111 Mathematical Sciences 1B

**Year 1, Semester 2**

- AYB121 Financial Accounting
- BSB119 International and Electronic Business
- BSB122 Quantitative Analysis and Finance
- MAB112 Mathematical Sciences 1C
- MAB210 Statistical Modelling 1

**Year 2, Semester 1**

- AYB220 Company Accounting

- BSB111 Business Law and Ethics
- MAB311 Advanced Calculus
- MAB313 Mathematics of Finance

**Year 2, Semester 2**

- AYB221 Computerised Accounting Systems
- BSB126 Marketing
- MAB220 Computational Mathematics 1  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 1**

- AYB225 Management Accounting
- BSB115 Management, People and Organisations
- MAB312 Linear Algebra  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 2**

- BSB114 Government, Business and Society  
Mathematics Elective (Level 2 or 3)  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit

**Year 4, Semester 1**

- AYB301 Auditing  
Mathematics Elective (Level 2 or 3)  
Mathematics Elective (Level 2 or 3)  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit

**Year 4, Semester 2**

- Mathematics Elective (Level 2 or 3)
- Mathematics Elective (Level 2 or 3)
- Business Double Major / Extended Major / Specialisation Unit
- Business Double Major / Extended Major / Specialisation Unit

**Business Units**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

**Course structure - Accountancy Major (For students with SA in Senior Maths B only)**

**Year 1, Semester 1**

- BSB110 Accounting
- BSB113 Economics

MAB100 Mathematical Sciences 1A  
MAB101 Statistical Data Analysis 1

Specialisation Unit

NOTE: Students must select BSB119 International & Electronic Business to replace one of the Mathematics Electives.

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

**Year 1, Semester 2**

AYB121 Financial Accounting  
BSB122 Quantitative Analysis and Finance  
MAB111 Mathematical Sciences 1B  
MAB112 Mathematical Sciences 1C  
MAB210 Statistical Modelling 1

**Course structure - Banking and Finance Major (for students with SA in Senior Maths B & C)**

**Year 2, Semester 1**

AYB220 Company Accounting  
BSB111 Business Law and Ethics  
MAB311 Advanced Calculus  
MAB313 Mathematics of Finance

**Year 1, Semester 1**

BSB110 Accounting  
BSB113 Economics  
MAB101 Statistical Data Analysis 1  
MAB111 Mathematical Sciences 1B

**Year 2, Semester 2**

AYB221 Computerised Accounting Systems  
BSB126 Marketing  
MAB220 Computational Mathematics 1  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit

**Year 1, Semester 2**

BSB119 International and Electronic Business  
BSB122 Quantitative Analysis and Finance  
EFB102 Economics 2  
MAB112 Mathematical Sciences 1C  
MAB210 Statistical Modelling 1

**Year 3, Semester 1**

AYB225 Management Accounting  
BSB115 Management, People and Organisations  
MAB312 Linear Algebra  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit

**Year 2, Semester 1**

BSB126 Marketing  
EFB210 Finance 1  
MAB311 Advanced Calculus  
MAB313 Mathematics of Finance

**Year 3, Semester 2**

BSB114 Government, Business and Society  
Mathematics Elective (Level 2 or 3)  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit

**Year 2, Semester 2**

BSB111 Business Law and Ethics  
BSB114 Government, Business and Society  
EFB307 Finance 2  
MAB220 Computational Mathematics 1  
Mathematics Elective (Level 2 or 3)

**Year 4, Semester 1**

AYB301 Auditing  
Mathematics Elective (Level 2 or 3)  
Mathematics Elective (Level 2 or 3)  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit

**Year 3, Semester 1**

BSB115 Management, People and Organisations  
EFB201 Financial Markets  
MAB312 Linear Algebra  
Mathematics Elective (Level 2 or 3)  
Business Double Major/Extended Major/Specialisation

**Year 4, Semester 2**

Mathematics Elective (Level 2 or 3)  
Mathematics Elective (Level 2 or 3)  
Business Double Major / Extended Major / Specialisation Unit  
Business Double Major / Extended Major /

**Year 3, Semester 2**

EFB312 International Finance  
Mathematics Elective (Level 2 or 3)  
Business Double Major/Extended Major/Specialisation  
Business Double Major/Extended Major/Specialisation

**Year 4, Semester 1**

Mathematics Elective (Level 2 or 3)  
 Mathematics Elective (Level 2 or 3)  
 Mathematics Elective (Level 2 or 3)  
 Business Double Major/Extended Major/Specialisation  
 Business Double Major/Extended Major/Specialisation

**Year 4, Semester 2**

Mathematics Elective (Level 2 or 3)  
 Mathematics Elective (Level 2 or 3)  
 Mathematics Elective (Level 2 or 3)  
 Business Double Major/Extended Major/Specialisation

**Business Units**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

**Course structure - Banking and Finance Major (for students with SA in Senior Maths B only)**

**Year 1, Semester 1**

BSB110 Accounting  
 BSB113 Economics  
 MAB100 Mathematical Sciences 1A  
 MAB101 Statistical Data Analysis 1

**Year 1, Semester 2**

BSB122 Quantitative Analysis and Finance  
 EFB102 Economics 2  
 MAB111 Mathematical Sciences 1B  
 MAB112 Mathematical Sciences 1C  
 MAB210 Statistical Modelling 1

**Year 2, Semester 1**

BSB126 Marketing  
 EFB210 Finance 1  
 MAB311 Advanced Calculus  
 MAB313 Mathematics of Finance

**Year 2, Semester 2**

BSB111 Business Law and Ethics  
 BSB114 Government, Business and Society  
 EFB307 Finance 2  
 MAB220 Computational Mathematics 1  
 Mathematics Elective (Level 2 or 3)

**Year 3, Semester 1**

BSB115 Management, People and Organisations  
 EFB201 Financial Markets

MAB312 Linear Algebra  
 Mathematics Elective (Level 2 or 3)  
 Business Double Major/Extended Major/Specialisation

**Year 3, Semester 2**

EFB312 International Finance  
 Mathematics Elective (Level 2 or 3)  
 Business Double Major/Extended Major/Specialisation  
 Business Double Major/Extended Major/Specialisation

**Year 4, Semester 1**

Mathematics Elective (Level 2 or 3)  
 Mathematics Elective (Level 2 or 3)  
 Mathematics Elective (Level 2 or 3)  
 Business Double Major/Extended Major/Specialisation  
 Business Double Major/Extended Major/Specialisation

**Year 4, Semester 2**

Mathematics Elective (Level 2 or 3)  
 Mathematics Elective (Level 2 or 3)  
 Mathematics Elective (Level 2 or 3)  
 Business Double Major/Extended Major/Specialisation

**Business Units**

NOTE: Students must select BSB119 International & Electronic Business to replace one of the Mathematics Electives

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

**Course structure - Economics Major (for students with SA in Senior Maths B & C)**

**Year 1, Semester 1**

BSB110 Accounting  
 BSB113 Economics  
 MAB101 Statistical Data Analysis 1  
 MAB111 Mathematical Sciences 1B

**Year 1, Semester 2**

BSB119 International and Electronic Business  
 BSB122 Quantitative Analysis and Finance  
 EFB102 Economics 2  
 MAB112 Mathematical Sciences 1C  
 MAB210 Statistical Modelling 1

**Year 2, Semester 1**

EFB202 Business Cycles and Economic Growth

## BUSINESS

EFB211	Firms, Markets and Resources
MAB311	Advanced Calculus
MAB313	Mathematics of Finance

BSB113	Economics
MAB100	Mathematical Sciences 1A
MAB101	Statistical Data Analysis 1

### Year 2, Semester 2

BSB114	Government, Business and Society
BSB126	Marketing
	Business Double Major/Extended Major/Specialisation
MAB220	Computational Mathematics 1
	Mathematics Elective (Level 2 or 3)

### Year 1, Semester 2

BSB122	Quantitative Analysis and Finance
EFB102	Economics 2
MAB111	Mathematical Sciences 1B
MAB112	Mathematical Sciences 1C
MAB210	Statistical Modelling 1

### Year 3, Semester 1

BSB115	Management, People and Organisations
MAB312	Linear Algebra
	Mathematics Elective (Level 2 or 3)
	Business Double Major/Extended Major/Specialisation
	Business Double Major/Extended Major/Specialisation

### Year 2, Semester 1

EFB202	Business Cycles and Economic Growth
EFB211	Firms, Markets and Resources
MAB311	Advanced Calculus
MAB313	Mathematics of Finance

### Year 3, Semester 2

EFB314	International Trade and Economic Competitiveness
	Mathematics Elective (Level 2 or 3)
EFB329	Contemporary Applications of Economics Theory
	Business Double Major/Extended Major/Specialisation

### Year 2, Semester 2

BSB114	Government, Business and Society
BSB126	Marketing
EFB329	Contemporary Applications of Economics Theory
MAB220	Computational Mathematics 1
	Mathematics Elective (Level 2 or 3)

### Year 4, Semester 1

BSB111	Business Law and Ethics
	Mathematics Elective (Level 2 or 3)
	Mathematics Elective (Level 2 or 3)
	Mathematics Elective (Level 2 or 3)
	Business Double Major/Extended Major/Specialisation

### Year 3, Semester 1

BSB115	Management, People and Organisations
MAB312	Linear Algebra
	Mathematics Elective (Level 2 or 3)
	Business Double Major/Extended Major/Specialisation
	Business Double Major/Extended Major/Specialisation

### Year 4, Semester 2

	Mathematics Elective (Level 2 or 3)
	Mathematics Elective (Level 2 or 3)
	Mathematics Elective (Level 2 or 3)
	Business Double Major/Extended Major/Specialisation

### Year 3, Semester 2

EFB314	International Trade and Economic Competitiveness
	Mathematics Elective (Level 2 or 3)
	Business Double Major/Extended Major/Specialisation
	Business Double Major/Extended Major/Specialisation

### Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### Course structure - Economics Major (for students with SA in Senior Maths B only)

#### Year 1, Semester 1

BSB110	Accounting
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#### Year 4, Semester 1

BSB111	Business Law and Ethics
	Mathematics Elective (Level 2 or 3)
	Mathematics Elective (Level 2 or 3)
	Mathematics Elective (Level 2 or 3)
	Business Double Major/Extended Major/Specialisation

#### Year 4, Semester 2

	Mathematics Elective (Level 2 or 3)
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## BUSINESS

Mathematics Elective (Level 2 or 3)	EFB201	Financial Markets
Mathematics Elective (Level 2 or 3)	EFB326	Applied Portfolio Management
Business Double Major/Extended Major/Specialisation	EFB327	Econometrics of Financial Markets
	EFB328	Public Economics and Finance

### Business Units

**NOTE:** Students must select BSB119 International & Electronic Business to replace one of the Mathematics Electives.

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### Extended Major in Banking

AYB225	Management Accounting
AYB312	Financial Institutions Law
EFB310	Financial Institutions - Control
EFB311	Financial Institutions - Lending
	Plus two units from the Banking Extended Major Options listed below:

EFB200	Applied Regression Analysis
EFB308	Finance 3
EFB309	Financial Derivatives
EFB318	Portfolio and Security Analysis
EFB326	Applied Portfolio Management

### Extended Major in Financial Economics (for Banking & Finance Major)

EFB200	Applied Regression Analysis
EFB202	Business Cycles and Economic Growth
EFB211	Firms, Markets and Resources
EFB325	Financial Microeconomics
	Plus two units from the Financial Economics Extended Major Options list below
EFB308	Finance 3
EFB309	Financial Derivatives
EFB318	Portfolio and Security Analysis
EFB324	Macroeconomics and Global Financial Markets
EFB326	Applied Portfolio Management

### Extended Major in Financial Economics (for Economics Major)

EFB200	Applied Regression Analysis
EFB210	Finance 1
EFB324	Macroeconomics and Global Financial Markets
EFB325	Financial Microeconomics
	Plus two units from the Financial Economics Extended Major Options list below:

### Extended Major in Funds Management

AYB225	Management Accounting
EFB308	Finance 3
EFB309	Financial Derivatives
EFB318	Portfolio and Security Analysis
	Plus two units from the Funds Management Extended Major Options list below:

AYB312	Financial Institutions Law
EFB200	Applied Regression Analysis
EFB310	Financial Institutions - Control
EFB311	Financial Institutions - Lending
EFB326	Applied Portfolio Management

### Extended Major in Professional Accounting

AYB223	Law of Business Associations
AYB325	Taxation Law
EFB102	Economics 2
EFB210	Finance 1
AYB311	Financial Accounting Issues
AYB321	Strategic Management Accounting

### Course structure - Mathematics Units

#### Level 2 units

MAB311	Advanced Calculus
MAB312	Linear Algebra
MAB313	Mathematics of Finance
MAB314	Statistical Modelling 2
MAB315	Operations Research 2
MAB413	Differential Equations
MAB414	Applied Statistics 2
MAB420	Computational Mathematics 2
MAB422	Mathematical Modelling
MAB480	Introduction to Scientific Computation
MAB481	Visualisation and Data Analysis

#### Level 3 units

MAB521	Applied Mathematics 3
MAB522	Computational Mathematics 3
MAB523	Introduction to Quality Management
MAB524	Statistical Inference
MAB525	Operations Research 3A
MAB526	Statistical Science 3

- MAB613 Partial Differential Equations  
MAB621 Discrete Mathematics  
MAB623 Financial Mathematics  
MAB624 Applied Statistics 3  
MAB625 Operations Research 3B  
MAB640 Industry Project  
MAB672 Advanced Mathematical Modelling  
MAB681 Advanced Visualisation and Data Analysis
- NOTES: - MAB311 Advanced Calculus and MAB312 Linear Algebra are mandatory for students who commenced in 2004 onwards. They can be taken in a different semester 1 to that suggested in the programs above.
- For students commencing in 2004 onwards, the units MAB523 Introduction to Quality Management and MAB621 Discrete Mathematics do not contribute to the mandatory 48 credit points minimum from Level 3 Mathematics units. This does not apply for students who commenced prior to 2004.

**Potential Careers:**

Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Computer Game Programmer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Investment Manager, Market Research Manager, Mathematician, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.



## **Bachelor of Applied Science/Bachelor of Business (FOR CONTINUING STUDENTS ONLY) (IF61)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 042263G

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$20160

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 419832; Dfee: 419836

**Past rank cut-off:** 80. Dfee places were not offered last year.

**Past OP cut-off:** 10. Dfee places were not offered last year.

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Maths B (4, SA)

**Preparatory studies:** MATHS: QUT unit Preparatory Mathematics as a visiting student or QUT Continuing Professional Education course Mathematics Bridging. ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 432

**Standard credit points per full-time semester:** 54 (average)

**Course coordinator:** Dr Megan Hargreaves (Science); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr John Sweeting (Accountancy); Dr Gayle Kerr (Advertising); Ms Sherrena Buckby (Electronic Business); Dr Amanda Gudmundsson (Human Resource Management); Mr Simon Ridings (International Business); Prof Robert Waldersee (Management); Mr Bill Proud (Marketing); Ms Robina Xavier (Public Relations); Dr Adam Clements (Banking & Finance) and Dr Radhika Lahiri (Economics); Science Discipline Coordinator details are listed under Contact Details below

**Campus:** Gardens Point

### **Course Structure - Accountancy**

NOTE: These Business units are studied in conjunction with Science units each semester

#### **Year 1, Semester 1**

BSB110 Accounting

BSB113 Economics

#### **Year 1, Semester 2**

AYB121 Financial Accounting

BSB111 Business Law and Ethics

BSB122 Quantitative Analysis and Finance

#### **Year 2, Semester 1**

AYB220 Company Accounting

BSB115 Management, People and Organisations

#### **Year 2, Semester 2**

BSB114 Government, Business and Society

BSB126 Marketing

#### **Year 3, Semester 1**

AYB225 Management Accounting

BSB119 International and Electronic Business

#### **Year 3, Semester 2**

AYB221 Computerised Accounting Systems

Business Double Major/Extended Major/Specialisation Unit

Business Double Major/Extended Major/Specialisation Unit

#### **Year 4, Semester 1**

AYB301 Auditing

Business Double Major/Extended Major/Specialisation Unit

Business Double Major/Extended Major/Specialisation Unit

#### **Year 4, Semester 2**

Business Double Major/Extended Major/Specialisation Unit

Business Double Major/Extended Major/Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

### **Course Structure - Advertising**

NOTE: These Business units are studied in conjunction with Science units each semester

#### **Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

#### **Year 1, Semester 2**

AMB200 Consumer Behaviour

AMB220 Advertising Theory and Practice

BSB114 Government, Business and Society

#### **Year 2, Semester 1**

AMB222 Media Planning

BSB115 Management, People and Organisations

BSB119 International and Electronic Business

#### **Year 2, Semester 2**

AMB221 Advertising Copywriting

Business Double Major/Extended Major/

## BUSINESS

### Specialisation Unit

#### Year 3, Semester 1

BSB113 Economics  
Business Double Major/Extended Major/  
Specialisation Unit

#### Year 3, Semester 2

BSB110 Accounting  
BSB111 Business Law and Ethics  
Business Double Major/Extended Major/  
Specialisation Unit

#### Year 4, Semester 1

AMB320 Advertising Management  
Business Double Major/Extended Major/  
Specialisation Unit  
Business Double Major/Extended Major/  
Specialisation Unit

#### Year 4, Semester 2

AMB321 Advertising Campaigns  
Business Double Major/Extended Major/  
Specialisation Unit  
  
Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

### Course Structure - Banking & Finance

NOTE: These Business units are studied in  
conjunction with Science units each semester

#### Year 1, Semester 1

BSB110 Accounting  
BSB113 Economics

#### Year1, Semester 2

BSB122 Quantitative Analysis and Finance  
EFB102 Economics 2

#### Year 2, Semester 1

BSB119 International and Electronic Business  
BSB126 Marketing  
EFB210 Finance 1

#### Year 2, Semester 2

BSB114 Government, Business and Society  
EFB307 Finance 2

#### Year 3, Semester 1

BSB111 Business Law and Ethics  
Business Double Major / Extended Major /  
Specialisation Unit

#### Year 3, Semester 2

BSB115 Management, People and Organisations  
EFB312 International Finance  
Business Double Major / Extended Major /  
Specialisation Unit

#### Year 4, Semester 1

EFB201 Financial Markets  
Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit

#### Year 4, Semester 2

Business Double Major / Extended Major /  
Specialisation Unit  
Business Double Major / Extended Major /  
Specialisation Unit  
  
Students should refer to the BS56 Course  
Notes entry for information on double  
major/extended major/specialisation units

### Course Structure - Economics

NOTE: These Business units are studied in  
conjunction with Science units each semester

#### Year 1, Semester 1

BSB113 Economics  
BSB122 Quantitative Analysis and Finance

#### Year 2, Semester 1

BSB110 Accounting  
BSB126 Marketing  
EFB202 Business Cycles and Economic Growth

#### Year 1, Semester 2

BSB119 International and Electronic Business  
EFB102 Economics 2

#### Year 2, Semester 2

BSB114 Government, Business and Society  
Business Double Major / Extended Major /  
Specialisation Unit

#### Year 3, Semester 1

EFB211 Firms, Markets and Resources  
Business Double Major / Extended Major /  
Specialisation Unit

#### Year 3, Semester 2

BSB115 Management, People and Organisations  
EFB314 International Trade and Economic  
Competitiveness  
EFB329 Contemporary Applications of Economics  
Theory

**Year 4, Semester 1**

BSB111 Business Law and Ethics  
 Business Double Major / Extended Major /  
 Specialisation Unit  
 Business Double Major / Extended Major /  
 Specialisation Unit

Business Double Major Unit  
 Business Double Major Unit  
 Students should refer to the BS56 Course  
 Notes entry for information on double major  
 units

**Year 4, Semester 2**

Business Double Major / Extended Major /  
 Specialisation Unit  
 Business Double Major / Extended Major /  
 Specialisation Unit  
 Students should refer to the BS56 Course  
 Notes entry for information on double  
 major/extended major/specialisation units

**Course Structure - Electronic Business**

These Business units are studied in  
 conjunction with Science units each semester

**Year 1, Semester 1**

BSB119 International and Electronic Business  
 BSB122 Quantitative Analysis and Finance

**Year 1, Semester 2**

BSB110 Accounting  
 BSB115 Management, People and Organisations  
 BSB113 Economics

**Year 2, Semester 1**

BSB111 Business Law and Ethics  
 BSB126 Marketing  
 BSB212 Electronic Business Applications

**Year 2, Semester 2**

BSB213 Governance Issues in E-Business  
 BSB114 Government, Business and Society

**Year 3, Semester 1**

BSB314 E-Business Intelligence  
 ITB233 Enterprise Systems Applications

**Year 3, Semester 2**

ITB823 Web Sites For Electronic Commerce  
 ITB239 Enterprise Data Mining  
 Business Double Major Unit

**Year 4, Semester 1**

Business Double Major Unit  
 Business Double Major Unit  
 Business Double Major Unit

**Year 4, Semester 2**

**Course Structure - Human Resource Management**

NOTE: These Business units are studied in  
 conjunction with Science units each semester

**Year 1, Semester 1**

BSB115 Management, People and Organisations  
 BSB122 Quantitative Analysis and Finance

**Year 1, Semester 2**

BSB113 Economics  
 BSB114 Government, Business and Society  
 MGB222 Managing Organisations

**Year 2, Semester 1**

BSB119 International and Electronic Business  
 BSB126 Marketing  
 MGB220 Management Research Methods

**Year 2, Semester 2**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 3, Semester 1**

MGB207 Human Resource Issues and Strategy  
 MGB211 Organisational Behaviour

**Year 3, Semester 2**

Business Double Major / Extended Major /  
 Specialisation  
 Business Double Major / Extended Major /  
 Specialisation

**Year 4, Semester 1**

MGB314 Organisational Consulting and Change  
 Business Double Major / Extended Major /  
 Specialisation  
 Business Double Major / Extended Major /  
 Specialisation

**Year 4, Semester 2**

MGB309 Strategic Management  
 Business Double Major / Extended Major /  
 Specialisation  
 Business Double Major / Extended Major /  
 Specialisation

Students should refer to the BS56 Course  
 Notes entry for information on double  
 major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 and AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

**Course Structure - International Business**

**NOTE:** These Business units are studied in conjunction with Science units each semester

**Year 1, Semester 1**

- BSB113 Economics
- BSB119 International and Electronic Business

**Year 1, Semester 2**

- BSB114 Government, Business and Society
- BSB126 Marketing
- IBB202 Fundamentals of International Finance

**Year 2, Semester 1**

- BSB115 Management, People and Organisations
- BSB122 Quantitative Analysis and Finance
- IBB213 International Marketing

**Year 2, Semester 2**

- BSB110 Accounting
- BSB111 Business Law and Ethics

**Year 3, Semester 1**

- IBB210 Export Management  
International Business Area Study 1

**Year 3, Semester 2**

- International Business Area Study 2
- Business Double Major / Extended Major / Specialisation Unit
- Business Double Major / Extended Major / Specialisation Unit

**Year 4, Semester 1**

- IBB300 International Business Strategy  
Business Double Major / Extended Major / Specialisation Unit
- Business Double Major / Extended Major / Specialisation Unit

**Year 4, Semester 2**

- Business Double Major / Extended Major / Specialisation Unit
- Business Double Major / Extended Major / Specialisation Unit

**International Business Area Study Options:**

Students must select one of the following pairs of area study units:

- IBB208 European Business Development
- IBB308 Contemporary Business in Europe  
OR
- IBB217 Asian Business Development
- IBB317 Contemporary Business in Asia

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

**Course Structure - Management**

**NOTE:** These Business units are studied in conjunction with Science units each semester

**Year 1, Semester 1**

- BSB115 Management, People and Organisations
- BSB122 Quantitative Analysis and Finance

**Year 1, Semester 2**

- BSB113 Economics
- BSB114 Government, Business and Society
- MGB222 Managing Organisations

**Year 2, Semester 1**

- BSB119 International and Electronic Business
- BSB126 Marketing
- MGB220 Management Research Methods

**Year 2, Semester 2**

- BSB110 Accounting
- BSB111 Business Law and Ethics

**Year 3, Semester 1**

- MGB210 Production and Service Management
- MGB211 Organisational Behaviour

**Year 3, Semester 2**

- MGB334 Managing in a Changing Environment  
Business Double Major /Extended Major/Specialisation Unit

**Year 4, Semester 1**

- Business Double Major /Extended Major/Specialisation Unit
- Business Double Major /Extended Major/Specialisation Unit
- Business Double Major /Extended Major/Specialisation Unit

**Year 4, Semester 2**

- MGB309 Strategic Management

Business Double Major /Extended Major/Specialisation Unit

Business Double Major /Extended Major/Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 and AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

**Course Structure - Marketing**

NOTE: These Business units are studied in conjunction with Science units each semester

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

**Year 1, Semester 2**

AMB200 Consumer Behaviour  
AMB240 Marketing Planning and Management  
BSB114 Government, Business and Society

**Year 2, Semester 1**

AMB201 Marketing and Audience Research  
BSB115 Management, People and Organisations  
BSB119 International and Electronic Business

**Year 2, Semester 2**

AMB241 E-Marketing Strategies  
Business Double Major/Extended Major/Specialisation Unit

**Year 3, Semester 1**

BSB113 Economics  
Business Double Major/Extended Major/Specialisation Unit

**Year 3, Semester 2**

BSB110 Accounting  
BSB111 Business Law and Ethics  
Business Double Major/Extended Major/Specialisation Unit

**Year 4, Semester 1**

AMB340 Services Marketing  
Business Double Major/Extended Major/Specialisation Unit

Business Double Major/Extended Major/Specialisation Unit

**Year 4, Semester 2**

AMB341 Strategic Marketing  
Business Double Major/Extended Major/Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 and AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

**Course Structure - Public Relations**

NOTE: These Business units are studied in conjunction with Science units each semester

**Year 1, Semester 1**

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

**Year 1, Semester 2**

AMB260 Public Relations Theory and Practice  
BSB114 Government, Business and Society  
BSB119 International and Electronic Business

**Year 2, Semester 1**

AMB201 Marketing and Audience Research  
AMB261 Media Relations and Publicity  
BSB115 Management, People and Organisations

**Year 2, Semester 2**

AMB262 Public Relations Writing  
Business Double Major / Extended Major / Specialisation

**Year 3, Semester 1**

BSB113 Economics  
Business Double Major / Extended Major / Specialisation

**Year 3, Semester 2**

BSB110 Accounting  
BSB111 Business Law and Ethics  
Business Double Major / Extended Major / Specialisation

**Year 4, Semester 1**

AMB360 Corporate Communication Management

Business Double Major / Extended Major / Specialisation

LSB118 Life Science

PCB101 Physical Science

Business Double Major / Extended Major / Specialisation

**Year 1, Semester 2**

**Year 4, Semester 2**

AMB361 Public Relations Campaigns

LSB238 Cell and Molecular Biology 1

NRB270 Animal and Plant Structure and Function

Business Double Major / Extended Major / Specialisation

**Year 2, Semester 1**

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

MAB101 Statistical Data Analysis 1

Either

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 and AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

PCB140 Introductory Chemistry

Or

PCB142 Chemistry 1

**Year 2, Semester 2**

LSB258 Principles of Human Physiology

PCB242 Chemistry 2

**Science Component**

**Year 3, Semester 1**

LSB308 Biochemistry

LSB338 Cell and Molecular Biology 2

**Faculty Core Units**

6 faculty core units, including three Foundation units

**Year 3, Semester 2**

LSB408 Metabolism

LSB468 Molecular Biology

**Foundation Units**

LSB118 Life Science

MAB101 Statistical Data Analysis 1

NRB100 Environmental Science

PCB101 Physical Science

**Year 4, Semester 1**

LSB508 Advanced Metabolism

LSB527 Biomedical Research Technologies

**Other Science Units**

LSB238 Cell and Molecular Biology 1

LSB258 Principles of Human Physiology

MAB100 Mathematical Sciences 1A

MAB111 Mathematical Sciences 1B

MAB112 Mathematical Sciences 1C

NRB230 Planet Earth

NRB240 History of Life on Earth

NRB270 Animal and Plant Structure and Function

PCB140 Introductory Chemistry

PCB142 Chemistry 1

PCB242 Chemistry 2

PCB250 Physics 1

PCB260 Physics 1A

**Year 4, Semester 2**

LSB607 Protein Purification

LSB608 Protein Science

**Course structure - Biotechnology**

NOTE: These Science units are studied in conjunction with Business units each semester

**Course structure - Biochemistry**

NOTE: These Science units are studied in conjunction with Business units each semester

**Year 1, Semester 1**

LSB118 Life Science

PCB101 Physical Science

**Year 1, Semester 2**

LSB238 Cell and Molecular Biology 1

NRB270 Animal and Plant Structure and Function

**Year 2, Semester 1**

MAB101 Statistical Data Analysis 1

Either

PCB140 Introductory Chemistry

Or

PCB142 Chemistry 1

**Year 2, Semester 2**

LSB258 Principles of Human Physiology  
PCB242 Chemistry 2

**Year 3, Semester 1**

LSB308 Biochemistry  
LSB338 Cell and Molecular Biology 2

**Year 3, Semester 2**

LSB468 Molecular Biology  
LSB469 Introduction to Genomics and Bioinformatics

**Year 4, Semester 1**

LSB509 Medical Biotechnology 1  
LSB537 Genetic Engineering

**Year 4, Semester 2**

LSB609 Medical Biotechnology 2  
LSB619 Genomics and Bioinformatics

**Course structure - Chemistry**

NOTE: These Science units are studied in conjunction with Business units each semester

**Year 1, Semester 1**

MAB100 Mathematical Sciences 1A  
PCB101 Physical Science

**Year 1, Semester 2**

LSB118 Life Science  
MAB101 Statistical Data Analysis 1

**Year 2, Semester 1**

NRB100 Environmental Science  
PCB142 Chemistry 1

**Year 2, Semester 2**

PCB242 Chemistry 2  
PCB260 Physics 1A

**Year 3, Semester 1**

PCB334 Inorganic Chemistry  
PCB354 Structure and Mechanism in Organic Chemistry

**Year 3, Semester 2**

PCB405 Principles of Physical Chemistry  
PCB444 Spectroscopy

**Year 4, Semester 1**

PCB505 Advanced Physical Chemistry  
PCB554 Synthesis and Reactivity in Organic Chemistry

**Year 4, Semester 2**

PCB634 Organometallic and Coordination Chemistry  
PCB644 Frontiers in Chemistry

**Course structure - Ecology**

NOTE: These Science units are studied in conjunction with Business units each semester

**Year 1, Semester 1**

NRB100 Environmental Science  
PCB101 Physical Science

**Year 1, Semester 2**

LSB118 Life Science  
NRB240 History of Life on Earth

**Year 2, Semester 1**

MAB101 Statistical Data Analysis 1  
Either  
PCB140 Introductory Chemistry  
Or  
PCB142 Chemistry 1

**Year 2, Semester 2**

LSB238 Cell and Molecular Biology 1  
NRB270 Animal and Plant Structure and Function

**Year 3, Semester 1**

NRB301 Earth Surface Systems  
NRB311 Population Ecology

**Year 3, Semester 2**

NRB410 Genetics and Evolution  
NRB412 Experimental Design

**Year 4, Semester 1**

NRB510 Population Genetics  
NRB511 Population Management

**Year 4, Semester 2**

NRB610 Ecological Applications  
NRB611 Conservation Biology

**Course structure - Environmental Science**

NOTE: These Science units are studied in conjunction with Business units each semester

**Year 1, Semester 1**

NRB100 Environmental Science  
PCB101 Physical Science

**Year 1, Semester 2**

LSB118 Life Science

NRB240 History of Life on Earth

NRB270 Animal and Plant Structure and Function

**Year 2, Semester 1**

MAB101 Statistical Data Analysis 1  
Either

NRB230 Planet Earth  
Or

PCB140 Introductory Chemistry  
Or

PCB142 Chemistry 1

**Year 2, Semester 2**

NRB270 Animal and Plant Structure and Function

PCB414 Industrial and Environmental Analytical Chemistry

**Year 3, Semester 1**

NRB301 Earth Surface Systems

NRB311 Population Ecology

**Year 3, Semester 2**

NRB440 Environmental Chemistry

NRB412 Experimental Design

**Year 4, Semester 1**

NRB500 Environmental Systems and Modelling

NRB601 Field Mapping and Monitoring of Natural Resources

**Year 4, Semester 2**

NRB501 Spatial Analysis of Environmental Systems

NRB600 Sustainable Environmental Management

**Course structure - Forensic Science**

NOTE: These Science units are studied in conjunction with Business units each semester

**Year 1, Semester 1**

LSB118 Life Science

PCB101 Physical Science

**Year 1, Semester 2**

MAB101 Statistical Data Analysis 1

PCB140 Introductory Chemistry  
Or

PCB142 Chemistry 1

**Year 2, Semester 1**

MAB100 Mathematical Sciences 1A

PCB242 Chemistry 2

**Year 2, Semester 2**

LSB238 Cell and Molecular Biology 1

**Year 3, Semester 1**

LSB468 Molecular Biology

SCB384 Forensic Science

**Year 3, Semester 2**

JSB979 Forensic Scientific Evidence

PCB414 Industrial and Environmental Analytical Chemistry

**Year 4, Semester 1**

PCB514 Instrumental Analysis

PCB584 Forensic Examination of Physical Evidence

**Year 4, Semester 2**

LSB684 Forensic DNA Profiling

PCB684 Forensic Analysis and Toxicology

**Course structure - Geoscience**

NOTE: These Science units are studied in conjunction with Business units each semester

**Year 1, Semester 1**

MAB100 Mathematical Sciences 1A

NRB230 Planet Earth

PCB101 Physical Science

**Year 1, Semester 2**

MAB101 Statistical Data Analysis 1

**Year 2, Semester 1**

NRB100 Environmental Science  
Either

PCB140 Introductory Chemistry  
Or

PCB142 Chemistry 1

**Year 2, Semester 2**

NRB240 History of Life on Earth

NRB440 Environmental Chemistry

**Year 3, Semester 1**

NRB331 Sedimentary Geology

NRB333 Mineralogy

**Year 3, Semester 2**

NRB434 Structural Geology

NRB436 Introduction to Igneous and Metamorphic Petrology

**Year 4, Semester 1**

NRB534 Geophysics

NRB536 Petrology and Geochemistry



**Year 4, Semester 2**

NRB633 Hydrogeology  
 NRB635 Plate Tectonics and Advanced Structural Geology

**Course structure - Microbiology**

NOTE: These Science units are studied in conjunction with Business units each semester

**Year 1, Semester 1**

LSB118 Life Science  
 PCB101 Physical Science

**Year 1, Semester 2**

LSB238 Cell and Molecular Biology 1  
 NRB270 Animal and Plant Structure and Function

**Year 2, Semester 1**

MAB101 Statistical Data Analysis 1  
 Either  
 PCB140 Introductory Chemistry  
 Or  
 PCB142 Chemistry 1

**Year 2, Semester 2**

LSB258 Principles of Human Physiology  
 PCB242 Chemistry 2

**Year 3, Semester 1**

LSB308 Biochemistry  
 LSB328 Microbiology 1

**Year 3, Semester 2**

LSB428 Microbiology 2  
 LSB468 Molecular Biology

**Year 4, Semester 1**

Two units from:  
 LSB528 Environmental Microbiology  
 LSB547 Bacterial Pathogenesis and Disease Diagnosis  
 LSB568 Electron Microscopy  
 LSB578 Virology

**Year 4, Semester 2**

Two units from:  
 LSB628 Food Microbiology  
 LSB647 Clinical Mycology and Parasitology  
 LSB648 Molecular Microbiology

**Course structure - Physics**

NOTE: These Science units are studied in conjunction

with Business units each semester

**Year 1, Semester 1**

MAB111 Mathematical Sciences 1B  
 PCB101 Physical Science

**Year 1, Semester 2**

MAB112 Mathematical Sciences 1C

**Year 2, Semester 1**

MAB311 Advanced Calculus  
 PCB107 Physics and Quantitative Techniques

**Year 2, Semester 2**

MAB101 Statistical Data Analysis 1  
 PCB250 Physics 1  
 PCB260 Physics 1A

**Year 3, Semester 1**

PCB361 AC Theory and Electronics  
 PCB362 Physics 2

**Year 3, Semester 2**

PCB460 Instrumentation and Computational Methods  
 PCB462 Thermodynamics and Solid State Physics

**Year 4, Semester 1**

PCB561 Quantum and Condensed Matter Physics  
 PCB562 Physical Methods of Analysis

**Year 4, Semester 2**

PCB661 Experimental Physics  
 PCB665 Physics 3

**Potential Careers:**

Academic, Account Executive, Accountant, Advertising Professional, Analytical Chemist, Astrophysicist, Banker, Banking and Finance Professional, Biochemist, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Business Analyst, Chemist, Chemist Industrial, Clinical Laboratory Scientist, Coastal Scientist, Conservation Biologist, Ecologist, Economist, Environmental Scientist, Estimator, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Forensic Scientist, Funds Manager, Geologist, Geophysicist, Geoscientist, Government Officer, Health Physicist, Home Economist, Human Resource Developer, Human Resource Manager, Hydrogeologist, Immunologist, Industrial Chemist, International Business Specialist, Investment Manager, Laboratory Technician (Chemistry), Manager, Marine Scientist, Marketing Officer/Manager, Medical Biotechnologist, Medical Physicist, Microbiologist, Molecular Biologist, Natural Resource Scientist, Physicist, Plant Biotechnologist, Policy Officer, Population Ecologist, Programmer, Public Servant, Stockbroker, Virologist.

## **Graduate Certificate in Risk Management (IF88)**

**Year offered:** 2007

**Admissions:** Yes

**Course duration (external):** 2 semesters

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007:\$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$12480

**Domestic Entry:** February

**Total credit points:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Dr Thomas Tenkate

**Campus:** Kelvin Grove

### Year 1, Semester 2

PUN010 Implementing Risk Management

PUN418 Introduction To Financial Risk Management

### **Potential Careers:**

Corporate Secretary, Corrective Services Officer, Counsellor, Crown Law Officer, Customs Officer, Educator, Government Officer, Health Services Manager, Information Officer, Investigator, Manager, Police Officer (Australian Federal), Police Officer (State), Policy Officer, Project Developer, Project Manager, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Rehabilitation Professionals, Social Scientist, Sociologist, Statistician.

### **Overview**

This course equips graduates with problem solving and information management skills that will enable them to apply their specialist background knowledge in the field of risk management. It is designed to draw on real issues that face professionals yet to not limit their ability to a single setting.

### **Entry requirements**

Students should have a degree or equivalent in an appropriate discipline from a recognised tertiary institution.

Special entry can be considered if a student has experience and responsibility in risk management. Because the course is academically demanding and high standards of performance are expected, you would need either an extensive background in the discipline or other suitable tertiary qualifications.

Students with relevant postgraduate studies may apply for credit transfer or recognition of prior learning/experience within the rules of the University.

### **Course Structure**

Students complete four specified units part-time over two semesters. This course is offered by external study only.

### **Course Articulation**

This course fully articulates into the Master of Health Science.

### **International Student Entry**

This course is not available to international students.

### **Further information**

For more information about this course, please call the School of Public Health Student Centre on 07 3864 5878 or email [sph.studentcentre@qut.com](mailto:sph.studentcentre@qut.com)

### **Part-time Course structure**

#### Year 1, Semester 1

PUN001 Contemporary Risk Management

PUN008 Risk Assessment

## Graduate Certificate in Advertising (IF94)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 048325E

**Course duration (full-time):** 1 semester

**Course duration (part-time):** 2 semesters

**Domestic fees (per credit point):** 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$12,480

**International Fees (per semester):** 2007:\$8,500 per semester (*subject to annual review*)

**Domestic Entry:** February and July

**International Entry:** February and July

**Total credit points:** 48

**Standard credit points per full-time semester:** 48

**Standard credit points per part-time semester:** 24

**Course coordinator:** Associate Professor Terry Flew (Creative Industries); Mr Andrew Paltridge (Business)

**Campus:** Gardens Point and Kelvin Grove

### Overview

The Graduate Certificate in Advertising is designed to introduce learners to key facets of the advertising industry and to give them insights into the two major areas of specialisation: Creative Advertising and Strategic Advertising.

### Entry Requirements

A bachelor degree with an overall grade point average of 4.5 or above (on a 7-point scale).

Applicants for IX96 Master of Advertising (Creative Advertising) without a bachelor degree, with a bachelor degree with a grade point average of less than 4.5, or with a diploma from TAFE or an appropriate non-university private provider, may be required to enrol in the Graduate Certificate, with the possibility of articulation into the Masters degree if they achieve a grade point average of 4.5 or above in the Graduate Certificate.

Applicants for BS16 Master of Business (Strategic Advertising) without a bachelor degree, with a bachelor degree with a grade point average of less than 4, or with a diploma from TAFE or an appropriate non-university private provider, may be required to enrol in the Graduate Certificate, with the possibility of articulation into the Masters degree if they achieve a grade point average of 4 or above in the Graduate Certificate.

### Special Entry Requirements

Applicants who have an undergraduate degree with a GPA below 4, or who do not have a degree or formal qualifications, but have extensive work experience in the advertising industry may be eligible for special entry. Such applicants may be required to attend a selection interview and present a portfolio of work.

### Course Structure - Full-time

Year 1, Semester 1

AMN420	Advertising Management
AMN421	Contemporary Issues in Advertising
KCP404	Advertising Creative: Introduction
	Plus choose one of the following units:
AMN400	Consumer Behaviour
	OR
KCP406	Advertising Creative: Copywriting and Art Direction
	OR
KVP401	Graphic Design

### Course Structure - Part-time

Year 1, Semester 1

KCP404	Advertising Creative: Introduction
	Plus choose one of the following units:
AMN400	Consumer Behaviour
	OR
KCP406	Advertising Creative: Copywriting and Art Direction
	OR
KVP401	Graphic Design

Year 1, Semester 2

AMN420	Advertising Management
AMN421	Contemporary Issues in Advertising

### Potential Careers:

Advertising Professional.

## **Bachelor of Business(Accountancy and Economics)/Bachelor of Education (Secondary) (IX03)**

**Year offered:** 2007

**Admissions:** No

**CRICOS code:** 020321F

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full Fee Tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full Tuition Fee \$12,480

**International Fees (per semester):** 2007: \$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** This course is no longer offered

**Past rank cut-off:** 80

**Past OP cut-off:** 10

**OP Guarantee:** Yes

**Assumed knowledge:** English (4,SA) and Maths A, B or C (4,SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education Course, Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 432

**Standard credit points per full-time semester:** 54 (average)

**Course coordinator:** Mr Andrew Paltridge (Business), Dr Mal Shield (Education)

**Discipline coordinator:** Ms Ros Kent (Accountancy); Dr Radhika Lahiri (Economics)

**Campus:** Gardens Point and Kelvin Grove

### **Discontinuation**

This course has been discontinued. Currently enrolled students who wish to remain in, and graduate from the existing program will be permitted to do so.

### **Potential Careers:**

Accountant, Actuary, Adult/Workplace Educator, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Community Worker, Corporate Secretary, Economist, Educator, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Higher Education Worker, Home Economist, Investment Manager, Manager, Public Servant, Risk Manager, Secondary School Teacher, Stockbroker, TAFE Teacher, Teacher, Youth Worker.

## **Bachelor of Business / Bachelor of Engineering (IX28)**

**Year offered:** 2007

**Admissions:** Yes

**Course duration (full-time):** 5 years

**Past rank cut-off:** 78; Dfee: 73

**Past OP cut-off:** 11; Dfee: 13

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Maths B (4, SA)

**Preparatory studies:** : MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Course coordinator:** Dr R.Mahalinga-lyer (Engineering); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr Ed Palmer (Engineering); Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point

### **Recommended Study**

Chemistry, Maths C and Physics are recommended.

### **Career Outcomes**

Electrical and computer engineers design, install and maintain electrical, electronic, telecommunications and computing systems on behalf of governments and private companies. Graduates of the Bachelor of Business are skilled in many aspects of business including: accountancy, advertising, banking and finance, economics, electronic business, human resource management, international business, management, marketing and public relations.

### **Overview**

Students combine engineering knowledge in electronics, computer systems, telecommunications and electric power with a business course majoring in one or more of accountancy, advertising, banking and finance, economics, electronic business, human resource management, international business, management, marketing or public relations.

### **Professional Recognition**

This degree meets the requirements for membership of Engineers Australia and the Institution of Radio and Electronics Engineers Australia.

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership of: CPA Australia; Institute of Chartered Accountants in Australia; Chartered Secretaries Australia; Advertising Federation of Australia; Australian Association of National Advertisers; Australian Direct Marketing Association; Queensland

Commercial Radio Association; Financial Services Institute of Australasia (FINSIA); Economics Society of Australia; Australian Human Resources Institute; Australian Institute of Management; Australian Institute of Training and Development; Australian Institute of Export; Australian Institute of Management; Australian Marketing Institute; Marketing Research Society of Australia; Australian Institute of Management; American Marketing Association and Public Relations Institute of Australia.

### **Special Course Requirements**

A candidate for the degree of Bachelor of Engineering must obtain at least 60 days of industrial employment/practice in an engineering environment approved by the course coordinator, before graduating.

### **Course Design**

Students are required to complete 480 credit points comprised of 252 credit points from the Bachelor of Engineering (Electrical & Computer Engineering) program and 192 credit points from the Bachelor of Business program. Students supplement the engineering component of this program with the 84\* credit point Faculty Core units in the Bachelor of Business program together with a 72 credit point Major in one of the following: Accountancy, Advertising, Banking & Finance, Economics, Electronic Business, Human Resource Management, International Business, Management, Marketing or Public Relations, as well as a further 72 credit points in which the student must complete one of the following: Double Major, Extended Major or Specialisation.

### **Further Information**

Phone +61 7 3864 1993, Fax +61 7 3864 1516, email: [bee.enquiries@qut.edu.au](mailto:bee.enquiries@qut.edu.au)

Faculty of Business Phone +61 7 3864 2050, Fax +61 7 3864 1537, email [bus@qut.edu.au](mailto:bus@qut.edu.au)

### **Deferment**

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

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

Find out more on deferment.

### **Course structure - Accountancy**

#### **Year 1 Semester 1**

BSB110 Accounting

BSB111 Business Law and Ethics

#### **Year 1 Semester 2**

BSB122 Quantitative Analysis and Finance

BSB113 Economics

**Year 2 Semester 1**

No Faculty of Business units studies this semester.

**Year 2 Semester 2**

- BSB114 Government, Business and Society
- AYB121 Financial Accounting
- AYB223 Law of Business Associations

**Year 3 Semester 1**

- AYB225 Management Accounting
- AYB220 Company Accounting

**Year 3 Semester 2**

- AYB221 Computerised Accounting Systems

**Year 4 Semester 1**

- AYB301 Auditing
- AYB311 Financial Accounting Issues
- or
- AYB321 Strategic Management Accounting

**Year 4 Semester 2**

- EFB101 Data Analysis for Business
- EFB210 Finance 1
- AYB325 Taxation Law

**Year 5 Semester 1**

- BSB115 Management, People and Organisations

**Course structure - Advertising**

**Year 1 Semester 1**

- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 1 Semester 2**

- BSB110 Accounting
- BSB115 Management, People and Organisations

**Year 2 Semester 1**

No Faculty of Business units studies this semester.

**Year 2 Semester 2**

- BSB111 Business Law and Ethics
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice

**Year 3 Semester 1**

- AMB221 Advertising Copywriting
- AMB222 Media Planning

**Year 3 Semester 2**

- BSB119 International and Electronic Business

**Year 4 Semester 1**

- AMB320 Advertising Management
- AMB330 Advertising Strategy and Planning

**Year 4 Semester 2**

- BSB113 Economics
- AMB321 Advertising Campaigns
- AMB202 Integrated Marketing Communication

**Year 5 Semester 1**

- BSB114 Government, Business and Society

**Course structure - Banking & Finance**

**Year 1 Semester 1**

- BSB113 Economics
- BSB115 Management, People and Organisations

**Year 1 Semester 2**

- BSB114 Government, Business and Society
- BSB126 Marketing

**Year 2 Semester 1**

No Faculty of Business units studies this semester.

**Year 2 Semester 2**

- BSB110 Accounting
- BSB122 Quantitative Analysis and Finance
- BSB119 International and Electronic Business

**Year 3 Semester 1**

- EFB101 Data Analysis for Business
- EFB210 Finance 1

**Year 3 Semester 2**

- EFB307 Finance 2

**Year 4 Semester 1**

- EFB200 Applied Regression Analysis
- EFB318 Portfolio and Security Analysis

**Year 4 Semester 2**

- EFB102 Economics 2
- EFB312 International Finance
- EFB201 Financial Markets

**Year 5 Semester 1**

- BSB111 Business Law and Ethics

**Course structure - Economics**

**Year 1 Semester 1**

## BUSINESS

BSB113	Economics
BSB115	Management, People and Organisations

### Year 1 Semester 2

BSB114	Government, Business and Society
BSB110	Accounting

### Year 2 Semester 1

No Faculty of Business units studies this semester.

### Year 2 Semester 2

BSB122	Quantitative Analysis and Finance
BSB119	International and Electronic Business
EFB102	Economics 2

### Year 3 Semester 1

EFB211	Firms, Markets and Resources
EFB202	Business Cycles and Economic Growth

### Year 3 Semester 2

EFB101	Data Analysis for Business
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### Year 4 Semester 1

BSB111	Business Law and Ethics
EFB200	Applied Regression Analysis

### Year 4 Semester 2

EFB328	Public Economics and Finance
EFB329	Contemporary Applications of Economics Theory
EFB314	International Trade and Economic Competitiveness

### Year 5 Semester 1

BSB126	Marketing
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### Course structure - Electronic Business

#### Year 1 Semester 1

BSB115	Management, People and Organisations
BSB119	International and Electronic Business

#### Year 1 Semester 2

BSB110	Accounting
BSB111	Business Law and Ethics

#### Year 2 Semester 1

No Faculty of Business units studies this semester.

#### Year 2 Semester 2

BSB114	Government, Business and Society
BSB113	Economics
BSB122	Quantitative Analysis and Finance

#### Year 3 Semester 1

BSB212	Electronic Business Applications
ITB233	Enterprise Systems Applications

#### Year 3 Semester 2

ITB823	Web Sites For Electronic Commerce
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#### Year 4 Semester 1

MGB334	Managing in a Changing Environment
AYB221	Computerised Accounting Systems

#### Year 4 Semester 2

BSB213	Governance Issues in E-Business
BSB314	E-Business Intelligence
ITB239	Enterprise Data Mining

#### Year 5 Semester 1

BSB126	Marketing
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### Course structure - Human Resource Management

#### Year 1 Semester 1

BSB113	Economics
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB110	Accounting
BSB111	Business Law and Ethics

#### Year 2 Semester 1

No Faculty of Business units studies this semester.

#### Year 2 Semester 2

BSB114	Government, Business and Society
BSB122	Quantitative Analysis and Finance
BSB119	International and Electronic Business

#### Year 3 Semester 1

MGB207	Human Resource Issues and Strategy
MGB220	Management Research Methods

#### Year 3 Semester 2

MGB211	Organisational Behaviour
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#### Year 4 Semester 1

MGB221	Performance and Reward HRM Option Unit
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#### Year 4 Semester 2

MGB320	Recruitment and Selection
MGB331	Training and Development HRM Option Unit

**Year 5 Semester 1**

BSB126 Marketing

**HRM Option Unit List:**

- MGB201 The Legal Context of Employment Relations
- MGB209 Occupational Health and Safety Management
- MGB224 Australian Industrial Relations
- MGB304 Human Resource Information Management
- MGB305 Human Resource Management Strategy and Policy
- MGB314 Organisational Consulting and Change
- MGB315 Personal and Professional Development
- MGB325 Advanced Practice in Training and Development

**Course structure - International Business**

**Year 1 Semester 1**

- BSB126 Marketing
- BSB119 International and Electronic Business

**Year 1 Semester 2**

- BSB114 Government, Business and Society
- BSB122 Quantitative Analysis and Finance

**Year 2 Semester 1**

No Faculty of Business units studies this semester.

**Year 2 Semester 2**

- BSB110 Accounting
- BSB111 Business Law and Ethics
- BSB113 Economics

**Year 3 Semester 1**

- IBB202 Fundamentals of International Finance
- IBB217 Asian Business Development
- or
- IBB208 European Business Development

**Year 3 Semester 2**

- IBB317 Contemporary Business in Asia
- or
- IBB308 Contemporary Business in Europe

**Year 4 Semester 1**

- IBB210 Export Management
- IBB213 International Marketing

**Year 4 Semester 2**

- IBB205 Cross-Cultural Communication and Negotiation
- IBB300 International Business Strategy
- IBB303 International Logistics

**Year 5 Semester 1**

BSB115 Management, People and Organisations

**Course structure - Management**

**Year 1 Semester 1**

- BSB113 Economics
- BSB115 Management, People and Organisations

**Year 1 Semester 2**

- BSB114 Government, Business and Society
- BSB126 Marketing

**Year 2 Semester 1**

No Faculty of Business units studies this semester.

**Year 2 Semester 2**

- BSB111 Business Law and Ethics
- BSB122 Quantitative Analysis and Finance
- BSB119 International and Electronic Business

**Year 3 Semester 1**

- MGB220 Management Research Methods
- MGB222 Managing Organisations

**Year 3 Semester 2**

- MGB210 Production and Service Management

**Year 4 Semester 1**

- MGB211 Organisational Behaviour
- Management Option Unit

**Year 4 Semester 2**

- MGB309 Strategic Management
- MGB334 Managing in a Changing Environment
- Management Option Unit

**Year 5 Semester 1**

- BSB110 Accounting

**Management Option Unit List:**

- MGB216 Managing Technological Innovation in Global Business
- MGB218 Venture Skills
- MGB223 Creating New Enterprises
- MGB312 Negotiation Skills
- MGB315 Personal and Professional Development
- MGB335 Project Management

**Course structure - Marketing**

**Year 1 Semester 1**

- BSB122 Quantitative Analysis and Finance



BSB126 Marketing

**Year 1 Semester 2**

BSB114 Government, Business and Society

BSB119 International and Electronic Business

**Year 2 Semester 1**

No Faculty of Business units studies this semester.

**Year 2 Semester 2**

BSB111 Business Law and Ethics

BSB113 Economics

BSB115 Management, People and Organisations

**Year 3 Semester 1**

AMB200 Consumer Behaviour

AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research

**Year 4 Semester 1**

AMB340 Services Marketing

AMB202 Integrated Marketing Communication

**Year 4 Semester 2**

AMB241 E-Marketing Strategies

AMB341 Strategic Marketing

AMB352 Marketing Decision Making

or

IBB213 International Marketing

**Year 5 Semester 1**

BSB110 Accounting

**Course structure - Public Relations**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

**Year 1 Semester 2**

BSB114 Government, Business and Society

BSB119 International and Electronic Business

**Year 2 Semester 1**

No Faculty of Business units studies this semester.

**Year 2 Semester 2**

BSB115 Management, People and Organisations

AMB201 Marketing and Audience Research

AMB260 Public Relations Theory and Practice

**Year 3 Semester 1**

AMB261 Media Relations and Publicity

AMB262 Public Relations Writing

**Year 3 Semester 2**

BSB113 Economics

**Year 4 Semester 1**

AMB360 Corporate Communication Management

AMB370 Public Relations Cases

**Year 4 Semester 2**

BSB111 Business Law and Ethics

AMB361 Public Relations Campaigns

AMB371 Corporate Communication Strategies

**Year 5 Semester 1**

BSB110 Accounting

**Course structure - Civil Engineering**

**Year 1, Semester 1**

ENB101 Engineering Mechanics 1

MAB131 Engineering Mathematics 1A

OR

MAB180 Engineering Mathematics 1B

**Year 1, Semester 2**

ENB102 Engineering Mechanics 2

MAB132 Engineering Mathematics 2A

OR

MAB182 Engineering Mathematics 2B

**Year 2, Semester 1**

BEB100 Introducing Professional Learning

ENB104 Engineering Materials

ENB271 Design of Structural Timber and Earthworks

MAB233 Engineering Mathematics 3

**Year 2, Semester 2**

ENB201 Fluid Mechanics

**Year 3, Semester 1**

ENB272 Geotechnical Engineering 1

ENB273 Civil Materials

**Year 3, Semester 2**

BEB200 Introducing Sustainability

ENB274 Design of Environmentally Sustainable Systems

ENB276 Structural Engineering 1

**Course structure - Electrical Engineering**

**Year 1, Semester 1**

BEB100 Introducing Professional Learning  
MAB131 Engineering Mathematics 1A  
OR  
MAB180 Engineering Mathematics 1B

**Year 1, Semester 2**

ENB103 Electrical Engineering  
MAB132 Engineering Mathematics 2A  
OR  
MAB182 Engineering Mathematics 2B

**Year 2, Semester 1**

ENB240 Introduction To Electronics  
ENB246 Engineering Problem Solving  
MAB233 Engineering Mathematics 3  
PCB136 Engineering Physics 1C

**Year 2, Semester 2**

BEB200 Introducing Sustainability

**Year 3, Semester 1**

ENB242 Introduction To Telecommunications  
ENB340 Power Systems and Machines

**Year 3, Semester 2**

ENB243 Linear Circuits and Systems  
ENB244 Microprocessors and Digital Systems  
ENB245 Introduction To Design and Professional Practice

**Course structure - Mechanical Engineering****Year 1, Semester 1**

BEB100 Introducing Professional Learning  
MAB131 Engineering Mathematics 1A  
OR  
MAB180 Engineering Mathematics 1B

**Year 1, Semester 2**

ENB104 Engineering Materials  
MAB132 Engineering Mathematics 2A  
OR  
MAB182 Engineering Mathematics 2B

**Year 2, Semester 1**

ENB101 Engineering Mechanics 1  
ENB231 Materials and Manufacturing 1  
MAB233 Engineering Mathematics 3  
PCB136 Engineering Physics 1C

**Year 2, Semester 2**

ENB103 Electrical Engineering

**Year 3, Semester 1**

ENB105 Electrical and Computer Engineering  
ENB211 Dynamics

**Year 3, Semester 2**

BEB200 Introducing Sustainability  
ENB102 Engineering Mechanics 2  
ENB201 Fluid Mechanics

**Potential Careers:**

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Corporate Secretary, Economist, Electrical and Computer Engineer, Electrical Engineer, Electronic Commerce Developer, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Human Resource Developer, Human Resource Manager, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Risk Manager, Software Engineer, Stockbroker, Web Designer.

## **Bachelor of Applied Science / Bachelor of Business (IX31)**

**Year offered:** 2007

**Admissions:** Yes

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$20160

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 419832; Dfee: 419836

**Past rank cut-off:** 75; Dfee: 70

**Past OP cut-off:** 12; Dfee: 14

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Maths B (4, SA)

**Preparatory studies:** MATHS: QUT unit Preparatory Mathematics as a visiting student or QUT Continuing Professional Education course Mathematics Bridging. ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Course coordinator:** Dr Megan Hargreaves (Science); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point

### **Career Opportunities**

By combining your science studies with the Bachelor of Business you will develop the entrepreneurial skills necessary to sell your abilities to a range of employers. As a graduate of the Bachelor of Applied Science/Bachelor of Business, you will be able to work at the cutting edge of scientific innovation within a range of public, private and non-profit industries. As well as the range of science-based careers available, you could expect to gain employment as a consultant, marketer, or project manager within firms developing and taking scientific research to the marketplace.

### **Course Design**

The Bachelor of Applied Science allows multi-disciplinary programs of study to help position you within the broad range of science disciplines and qualify you as a competent professional within your chosen field. You can specialise in one of the major areas of study available in the Bachelor of Applied Science course (Biochemistry, Biotechnology, Chemistry, Ecology, Environmental Science, Forensic Science, Geoscience, Microbiology or Physics). See the Bachelor of Applied Science (SC01) course for more details.

To allow you to complete the double degree in a shorter period of time, your co-major will be taken from the business

program therefore it is not possible to choose any of the co-majors listed under the Bachelor of Applied Science course.

You can specialise in one or more of the following business majors: Accountancy, Advertising, Banking and Finance, Economics, Electronic Business, Human Resource Management, International Business, Management, Marketing or Public Relations.

### **Professional Recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

\*Accountancy: CPA Australia (associate membership & enrolment in the CPA Program), Institute of Chartered Accountants in Australia (ICAA)(enrolment in the CA Program).

\*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association and the Queensland Commercial Radio Association;

\*Banking and Finance: Australasian Institute of Banking and Finance (AIBF).

\*Economics: Economic Society of Australia (Queensland Division).

\*Human Resource Management - Australian Human Resources Institute, Australian Institute of Training and Development, Australian Institute of Management;

\*International Business - Australian Institute of Export;

\*Management - Australian Institute of Management;

\*Marketing: Australian Marketing Institute, Market Research Society of Australia, Australian Institute of Management, Australian Institute of Export (Qld) Ltd, American Marketing Association.

\*Public Relations - Public Relations Institute of Australia.

Graduates will satisfy the requirements for membership of the relevant professional body for their chosen science major. See the Bachelor of Applied Science (SC01) course for details.

### **Contact Details**

#### **Science Coordinator**

Dr Megan Hargreaves

Phone: +61 7 3138 2244

Email: [m.hargreaves@qut.edu.au](mailto:m.hargreaves@qut.edu.au)

#### **Business Coordinator**

Mr Andrew Paltridge

Email: [a.paltridge@qut.edu.au](mailto:a.paltridge@qut.edu.au)

### **Discipline Coordinators**

#### *Biochemistry*

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*Biotechnology*

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*Chemistry*

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*Microbiology*

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*Physics*

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**Deferment**

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

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

Find out more on deferment.

**Full Time Course structure**

**Year 1 Semester 1**

- Business Faculty Core Unit
- Business Faculty Core Unit
- Science Faculty Unit
- Science Faculty Unit

**Year 1 Semester 2**

- Business Faculty Core Unit
- Business Faculty Core Unit
- Science Faculty Unit
- Science Faculty Unit

**Year 2 Semester 1**

- Business Faculty Core Unit
- Business Faculty Core Unit
- Science Faculty Unit
- Science Faculty Unit

**Year 2 Semester 2**

- Business Faculty Core Unit
- Business Faculty Major Unit
- Science Faculty Unit
- Science Faculty Unit

**Year 3 Semester 1**

- Business Faculty Major Unit
- Business Faculty Major Unit
- Science Faculty Unit
- Science Faculty Unit

**Year 3 Semester 2**

- Business Faculty Major Unit
- Business Faculty Major Unit
- Science Faculty Unit
- Science Faculty Unit

**Year 4 Semester 1**

- Business Faculty Major Unit
- Business Faculty Major Unit
- Science Faculty Unit
- Science Faculty Unit

**Year 4 Semester 2**

- Business Faculty Major Unit
- Business Faculty Major Unit
- Science Faculty Unit
- Science Faculty Unit

**Advertising Major**

**Year 1 Semester 1**

- BSB119 International and Electronic Business
- BSB126 Marketing

**Year 1 Semester 2**

- BSB110 Accounting
- BSB115 Management, People and Organisations

## BUSINESS

### Year 2 Semester 1

BSB114 Government, Business and Society  
AMB200 Consumer Behaviour

### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

### Year 3 Semester 1

AMB230 Internet Promotion  
AMB220 Advertising Theory and Practice

### Year 3 Semester 2

AMB221 Advertising Copywriting  
AMB222 Media Planning

### Year 4 Semester 1

AMB320 Advertising Management  
AMB330 Advertising Strategy and Planning

### Year 4 Semester 2

AMB321 Advertising Campaigns  
AMB202 Integrated Marketing Communication

### Accountancy Major

#### Year 1 Semester 1

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing  
or  
BSB119 International and Electronic Business

#### Year 2 Semester 1

BSB111 Business Law and Ethics  
BSB113 Economics

#### Year 2 Semester 2

AYB121 Financial Accounting  
AYB223 Law of Business Associations

#### Year 3 Semester 1

AYB225 Management Accounting  
AYB220 Company Accounting

#### Year 3 Semester 2

AYB221 Computerised Accounting Systems  
AYB325 Taxation Law

#### Year 4 Semester 1

AYB301 Auditing

AYB311 Financial Accounting Issues  
or  
AYB321 Strategic Management Accounting

### Year 4 Semester 2

AYB339 Accountancy Capstone  
EFB210 Finance 1

### Banking and Finance Major

#### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

#### Year 2 Semester 2

EFB102 Economics 2  
BSB119 International and Electronic Business

#### Year 3 Semester 1

EFB210 Finance 1  
EFB201 Financial Markets

#### Year 3 Semester 2

EFB307 Finance 2  
EFB312 International Finance

#### Year 4 Semester 1

EFB200 Applied Regression Analysis  
EFB318 Portfolio and Security Analysis

#### Year 4 Semester 2

Any Finance Unit  
Any Finance Unit

### Economics Major

#### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting

## BUSINESS

EFB102 Economics 2

### Year 2 Semester 2

EFB210 Finance 1

BSB119 International and Electronic Business

### Year 3 Semester 1

EFB211 Firms, Markets and Resources

EFB202 Business Cycles and Economic Growth

### Year 3 Semester 2

EFB328 Public Economics and Finance  
Any Economics unit

### Year 4 Semester 1

BSB111 Business Law and Ethics

EFB200 Applied Regression Analysis

### Year 4 Semester 2

EFB329 Contemporary Applications of Economics Theory

EFB314 International Trade and Economic Competitiveness

### Electronic Business Major

#### Year 1 Semester 1

BSB115 Management, People and Organisations

BSB119 International and Electronic Business

#### Year 1 Semester 2

BSB114 Government, Business and Society

BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

#### Year 2 Semester 2

BSB113 Economics

AMB230 Internet Promotion

#### Year 3 Semester 1

BSB212 Electronic Business Applications

ITB233 Enterprise Systems Applications

#### Year 3 Semester 2

BSB213 Governance Issues in E-Business

ITB823 Web Sites For Electronic Commerce

#### Year 4 Semester 1

MGB334 Managing in a Changing Environment

AYB221 Computerised Accounting Systems

#### Year 4 Semester 2

ITB239 Enterprise Data Mining

BSB314 E-Business Intelligence

### Human Resource Management Major

#### Year 1 Semester 1

BSB113 Economics

BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society

BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

#### Year 2 Semester 2

MGB207 Human Resource Issues and Strategy

BSB119 International and Electronic Business

#### Year 3 Semester 1

MGB220 Management Research Methods  
HRM Option Unit

#### Year 3 Semester 2

MGB211 Organisational Behaviour  
HRM Option Unit

#### Year 4 Semester 1

MGB221 Performance and Reward  
HRM Option Unit

#### Year 4 Semester 2

MGB320 Recruitment and Selection

MGB331 Training and Development

#### HRM Option Unit List:

MGB201 The Legal Context of Employment Relations

MGB209 Occupational Health and Safety Management

MGB224 Australian Industrial Relations

MGB304 Human Resource Information Management

MGB305 Human Resource Management Strategy and Policy

MGB314 Organisational Consulting and Change

MGB315 Personal and Professional Development

MGB325 Advanced Practice in Training and Development

HRM students must choose three from the above list (one must be a Level 3 unit).

### International Business Major

#### Year 1 Semester 1

## BUSINESS

BSB126 Marketing  
BSB119 International and Electronic Business

### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

### Year 2 Semester 1

BSB114 Government, Business and Society  
IBB202 Fundamentals of International Finance

### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

### Year 3 Semester 1

IBB205 Cross-Cultural Communication and Negotiation  
IBB217 Asian Business Development  
or  
IBB208 European Business Development

### Year 3 Semester 2

IBB210 Export Management  
IBB317 Contemporary Business in Asia  
or  
IBB308 Contemporary Business in Europe

### Year 4 Semester 1

IBB300 International Business Strategy  
IBB304 Global Industry Analysis

### Year 4 Semester 2

IBB213 International Marketing  
IBB303 International Logistics

### Management Major

#### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

#### Year 2 Semester 2

MGB220 Management Research Methods  
BSB119 International and Electronic Business

#### Year 3 Semester 1

MGB210 Production and Service Management  
MGB211 Organisational Behaviour

### Year 3 Semester 2

MGB222 Managing Organisations  
Management Option Unit

### Year 4 Semester 1

MGB334 Managing in a Changing Environment  
Management Option Unit

### Year 4 Semester 2

MGB309 Strategic Management  
Management Option Unit

### Management Option Unit List:

MGB216 Managing Technological Innovation in Global Business  
MGB218 Venture Skills  
MGB223 Creating New Enterprises  
MGB312 Negotiation Skills  
MGB315 Personal and Professional Development  
MGB335 Project Management  
Management students must choose three from the above list (one must be a Level 3 unit).

### Public Relations Major

#### Year 1 Semester 1

BSB119 International and Electronic Business  
BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
AMB201 Marketing and Audience Research

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
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

AMB370 Public Relations Cases

**Year 4 Semester 2**

AMB361 Public Relations Campaigns

AMB371 Corporate Communication Strategies

**Marketing Major**

**Year 1 Semester 1**

BSB119 International and Electronic Business

BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting

BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society

AMB200 Consumer Behaviour

**Year 2 Semester 2**

BSB111 Business Law and Ethics

BSB113 Economics

**Year 3 Semester 1**

AMB202 Integrated Marketing Communication

AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research

AMB241 E-Marketing Strategies

**Year 4 Semester 1**

AMB340 Services Marketing  
Any Marketing unit

**Year 4 Semester 2**

AMB341 Strategic Marketing

AMB352 Marketing Decision Making

or

IBB213 International Marketing

**Course structure - Major in Biochemistry**

**Year 1, Semester 1**

LSB118 Life Science  
Either

PCB140 Introductory Chemistry  
Or

PCB142 Chemistry 1

**Year 1, Semester 2**

LSB238 Cell and Molecular Biology 1

PCB242 Chemistry 2

**Year 2, Semester 1**

MAB101 Statistical Data Analysis 1

PCB101 Physical Science

**Year 2, Semester 2**

LSB258 Principles of Human Physiology

NRB270 Animal and Plant Structure and Function

**Year 3, Semester 1**

LSB308 Biochemistry

LSB338 Cell and Molecular Biology 2

**Year 3, Semester 2**

LSB408 Metabolism

LSB468 Molecular Biology

**Year 4, Semester 1**

LSB508 Advanced Metabolism

LSB527 Biomedical Research Technologies

**Year 4, Semester 2**

LSB607 Protein Purification

LSB608 Protein Science

**Course structure - Major in Biotechnology**

**Year 1, Semester 1**

LSB118 Life Science  
Either

PCB140 Introductory Chemistry  
Or

PCB142 Chemistry 1

**Year 1, Semester 2**

LSB238 Cell and Molecular Biology 1

PCB242 Chemistry 2

**Year 2, Semester 1**

MAB101 Statistical Data Analysis 1

PCB101 Physical Science

**Year 2, Semester 2**

LSB258 Principles of Human Physiology

NRB270 Animal and Plant Structure and Function

**Year 3, Semester 1**

LSB308 Biochemistry

LSB338 Cell and Molecular Biology 2

**Year 3, Semester 2**

LSB468 Molecular Biology

LSB469 Introduction to Genomics and Bioinformatics



**Year 4, Semester 1**

LSB537 Genetic Engineering

Either

LSB509 Medical Biotechnology 1

Or

LSB577 Plant Biotechnology 1

**Year 4, Semester 2**

LSB619 Genomics and Bioinformatics

Either

LSB609 Medical Biotechnology 2

Or

LSB677 Plant Biotechnology 2

**Course structure - Major in Chemistry**

**Year 1, Semester 1**

MAB100 Mathematical Sciences 1A

Either

PCB140 Introductory Chemistry

Or

PCB142 Chemistry 1

**Year 1, Semester 2**

MAB101 Statistical Data Analysis 1

PCB242 Chemistry 2

**Year 2, Semester 1**

LSB118 Life Science

PCB101 Physical Science

**Year 2, Semester 2**

PCB150 Physics 1H

PCB200 Chemical Technology 1

**Year 3, Semester 1**

PCB334 Inorganic Chemistry

PCB354 Structure and Mechanism in Organic Chemistry

**Year 3, Semester 2**

PCB405 Principles of Physical Chemistry

PCB444 Spectroscopy

**Year 4, Semester 1**

PCB505 Advanced Physical Chemistry

PCB554 Synthesis and Reactivity in Organic Chemistry

**Year 4, Semester 2**

PCB634 Organometallic and Coordination Chemistry

Either

PCB604 Project

Or

PCB644 Frontiers in Chemistry

**Course structure - Major in Ecology**

**Year 1, Semester 1**

LSB118 Life Science

NRB100 Environmental Science

**Year 1, Semester 2**

MAB101 Statistical Data Analysis 1

NRB270 Animal and Plant Structure and Function

**Year 2, Semester 1**

NRB230 Planet Earth

PCB101 Physical Science

**Year 2, Semester 2**

LSB238 Cell and Molecular Biology 1

NRB240 History of Life on Earth

**Year 3, Semester 1**

NRB301 Earth Surface Systems

NRB311 Population Ecology

**Year 3, Semester 2**

NRB410 Genetics and Evolution

NRB412 Experimental Design

**Year 4, Semester 1**

NRB510 Population Genetics

NRB511 Population Management

**Year 4, Semester 2**

NRB610 Ecological Applications

NRB611 Conservation Biology

**Course structure - Major in Environmental Science**

**Year 1, Semester 1**

LSB118 Life Science

NRB100 Environmental Science

**Year 1, Semester 2**

MAB101 Statistical Data Analysis 1

NRB270 Animal and Plant Structure and Function

**Year 2, Semester 1**

NRB230 Planet Earth

PCB101 Physical Science

**Year 2, Semester 2**

NRB240 History of Life on Earth

PCB142 Chemistry 1

**Year 3, Semester 1**

NRB301 Earth Surface Systems  
NRB311 Population Ecology

**Year 3, Semester 2**

NRB412 Experimental Design  
NRB440 Environmental Chemistry

**Year 4, Semester 1**

NRB500 Environmental Systems and Modelling  
NRB601 Field Mapping and Monitoring of Natural Resources

**Year 4, Semester 2**

NRB501 Spatial Analysis of Environmental Systems  
NRB600 Sustainable Environmental Management

**Course structure - Major in Forensic Science**

**Year 1, Semester 1**

LSB118 Life Science  
Either  
PCB140 Introductory Chemistry  
Or  
PCB142 Chemistry 1

**Year 1, Semester 2**

MAB101 Statistical Data Analysis 1  
PCB242 Chemistry 2

**Year 2, Semester 1**

MAB100 Mathematical Sciences 1A  
PCB101 Physical Science

**Year 2, Semester 2**

LSB238 Cell and Molecular Biology 1  
LSB258 Principles of Human Physiology

**Year 3, Semester 1**

LSB468 Molecular Biology  
SCB384 Forensic Science

**Year 3, Semester 2**

JSB979 Forensic Scientific Evidence  
PCB414 Industrial and Environmental Analytical Chemistry

**Year 4, Semester 1**

PCB514 Instrumental Analysis  
PCB584 Forensic Examination of Physical Evidence

**Year 4, Semester 2**

LSB684 Forensic DNA Profiling  
PCB684 Forensic Analysis and Toxicology

**Course structure - Major in Geoscience**

**Year 1, Semester 1**

NRB100 Environmental Science  
NRB230 Planet Earth

**Year 1, Semester 2**

MAB101 Statistical Data Analysis 1  
PCB142 Chemistry 1

**Year 2, Semester 1**

MAB100 Mathematical Sciences 1A  
PCB101 Physical Science

**Year 2, Semester 2**

LSB118 Life Science  
NRB240 History of Life on Earth

**Year 3, Semester 1**

NRB301 Earth Surface Systems  
NRB333 Mineralogy

**Year 3, Semester 2**

NRB434 Structural Geology  
NRB436 Introduction to Igneous and Metamorphic Petrology

**Year 4, Semester 1**

Two units selected from:  
NRB534 Geophysics  
NRB536 Petrology and Geochemistry  
NRB601 Field Mapping and Monitoring of Natural Resources

**Year 4, Semester 2**

Two units selected from:  
NRB633 Hydrogeology  
NRB635 Plate Tectonics and Advanced Structural Geology  
NRB636 Petroleum Geology and Basin Analysis

**Course structure - Major in Microbiology**

**Year 1, Semester 1**

LSB118 Life Science  
Either  
PCB140 Introductory Chemistry  
Or  
PCB142 Chemistry 1

**Year 1, Semester 2**

LSB238 Cell and Molecular Biology 1  
PCB242 Chemistry 2

**Year 2, Semester 1**

MAB101 Statistical Data Analysis 1

PCB101 Physical Science

**Year 2, Semester 2**

LSB258 Principles of Human Physiology

NRB270 Animal and Plant Structure and Function

**Year 3, Semester 1**

LSB308 Biochemistry

LSB328 Microbiology 1

**Year 3, Semester 2**

LSB428 Microbiology 2

LSB468 Molecular Biology

**Year 4, Semester 1**

Two units selected from:

LSB528 Environmental Microbiology

LSB547 Bacterial Pathogenesis and Disease Diagnosis

LSB568 Electron Microscopy

LSB578 Virology

**Year 4, Semester 2**

Two units selected from:

LSB628 Food Microbiology

LSB647 Clinical Mycology and Parasitology

LSB648 Molecular Microbiology

**Course structure - Major in Physics****Year 1, Semester 1**

MAB111 Mathematical Sciences 1B

PCB101 Physical Science

**Year 1, Semester 2**

MAB112 Mathematical Sciences 1C

SCB222 Exploration of the Universe

**Year 2, Semester 1**

MAB311 Advanced Calculus

PCB107 Physics and Quantitative Techniques

**Year 2, Semester 2**

PCB250 Physics 1

PCB260 Physics 1A

**Year 3, Semester 1**

PCB361 AC Theory and Electronics

PCB362 Physics 2

**Year 3, Semester 2**

PCB460 Instrumentation and Computational Methods

PCB462 Thermodynamics and Solid State Physics

**Year 4, Semester 1**

PCB561 Quantum and Condensed Matter Physics

PCB562 Physical Methods of Analysis

**Year 4, Semester 2**

PCB661 Experimental Physics

PCB665 Physics 3

**Potential Careers:**

Academic, Account Executive, Accountant, Advertising Professional, Analytical Chemist, Astrophysicist, Banker, Banking and Finance Professional, Biochemist, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Business Analyst, Chemist, Chemist Industrial, Clinical Laboratory Scientist, Coastal Scientist, Conservation Biologist, Ecologist, Economist, Environmental Scientist, Estimator, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Forensic Scientist, Funds Manager, Geologist, Geophysicist, Geoscientist, Government Officer, Health Physicist, Home Economist, Human Resource Developer, Human Resource Manager, Hydrogeologist, Immunologist, Industrial Chemist, International Business Specialist, Investment Manager, Laboratory Technician (Chemistry), Manager, Marine Scientist, Marketing Officer/Manager, Medical Biotechnologist, Medical Physicist, Microbiologist, Molecular Biologist, Natural Resource Scientist, Physicist, Plant Biotechnologist, Policy Officer, Population Ecologist, Programmer, Public Relations Officer/Consultant, Public Servant, Stockbroker, Virologist.

## Bachelor of Business/Bachelor of Health Sciences (Health Services Management) (IX32)

**Year offered:** 2007

**Admissions:** Yes

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$160 per credit point (subject to annual review)

**Domestic fees (indicative):** 2007:\$15360

**International Fees (per semester):** 2007:\$8,000 per semester (subject to annual review)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 409252; Dfee: 409256

**Past rank cut-off:** 75; Dfee: 70

**Past OP cut-off:** 12; Dfee: 14

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and for accountancy, banking and finance, economics, and marketing majors, Maths A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Course coordinator:** Mr Andrew Paltridge (Business); Ms Melinda Service (Health)

**Discipline coordinator:** Jenny Nicol (Health Services Management); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point and Kelvin Grove

### Overview

This double degree combines the strength of general business theory and skills as well as units specifically related to managing health services.

### Why choose this course?

The degree will provide you with the theory and skills to manage change effectively in the health care system. You will gain a strong background of theory and practice to enable you to work effectively in the complex environment of health care and be influential in terms of decision making.

### Career Options

Health Service Management graduates are employed in administrative and management capacities in private and public health services. Such services include public and private hospitals, Queensland Health, community health centres, group medical practices, nursing and dental services, universities and consulting firms.

Your business degree will give you a broader base of

commercial knowledge, making you more attractive to employers in these environments. You also have the opportunity to major in a specific business area to strengthen your career choices. For more information on careers in business, please refer to [studyfinder.qut.com](http://studyfinder.qut.com)

### Professional recognition

Both degrees allow you to satisfy the requirements of membership for the relevant professional bodies. The Bachelor of Health Science (Health Services Management) degree may allow graduates, subject to unit selection, to satisfy the academic requirements for membership of the Australian College of Health Service Executives (ACHSE) and other professional associations.

Depending on your choice of business major, you may also be eligible for membership of a number of professional bodies, including the Australasian Institute of Banking and Finance, CPA Australia, the Institute of Chartered Accountants in Australia, Chartered Secretaries Australia, the Economic Society of Australia (Qld), Advertising Federation of Australia, Australian Institute of Management or the Public Relations Institute of Australia.

Please refer to the Faculty of Business prospectus or [studyfinder.qut.com](http://studyfinder.qut.com) for more information on recognition for graduates from the Bachelor of Business component.

### Course Design

Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Health Science program and 192 credit points from the Bachelor of Business program.

### Deferment

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

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

### Example of Full Time Course structure

Year 1 Semester 1	
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
LSB111	Understanding Disease Concepts
PUB104	Introduction to Health Services Management
Year 1 Semester 2	
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
PUB251	Contemporary Public Health
PUB114	null

## BUSINESS

### Year 2 Semester 1

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
PUB326	Epidemiology
PYB012	Psychology

### Year 2 Semester 2

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
PUB486	Ethics and the Law in Health Service Delivery
PUB209	Health, Culture and Society

### Year 3 Semester 1

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
PUB380	Casemix Management
B HLTH	Health Faculty Elective Unit

### Year 3 Semester 2

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
PUB490	Quality Management in Health
PUB480	Health Administration Finance

### Year 4 Semester 1

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
PUB514	Contract/Project Management
PUB420	null

### Year 4 Semester 2

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
PUB609	Health Resource Allocation
PUB875	Professional Practice

### Public Relations Major

#### Year 1 Semester 1

BSB122	Quantitative Analysis and Finance
BSB126	Marketing

#### Year 1 Semester 2

BSB110	Accounting
BSB115	Management, People and Organisations

#### Year 2 Semester 1

BSB114	Government, Business and Society
BSB119	International and Electronic Business

#### Year 2 Semester 2

BSB111	Business Law and Ethics
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BSB113	Economics
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### Year 3 Semester 1

AMB201	Marketing and Audience Research
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
AMB370	Public Relations Cases

### Year 4 Semester 2

AMB361	Public Relations Campaigns
AMB371	Corporate Communication Strategies

### Accountancy Major

#### Year 1 Semester 1

BSB110	Accounting
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB122	Quantitative Analysis and Finance
BSB114	Government, Business and Society

#### Year 2 Semester 1

BSB111	Business Law and Ethics
BSB113	Economics

#### Year 2 Semester 2

AYB121	Financial Accounting
AYB223	Law of Business Associations

#### Year 3 Semester 1

AYB225	Management Accounting
AYB220	Company Accounting

#### Year 3 Semester 2

AYB221	Computerised Accounting Systems
AYB325	Taxation Law

#### Year 4 Semester 1

AYB301	Auditing
AYB311	Financial Accounting Issues or
AYB321	Strategic Management Accounting

#### Year 4 Semester 2

EFB101	Data Analysis for Business
EFB210	Finance 1

### Advertising Major

## Year 1 Semester 1

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

## Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

## Year 2 Semester 1

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

## Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

## Year 3 Semester 1

AMB200 Consumer Behaviour  
AMB220 Advertising Theory and Practice

## Year 3 Semester 2

AMB221 Advertising Copywriting  
AMB222 Media Planning

## Year 4 Semester 1

AMB320 Advertising Management  
AMB330 Advertising Strategy and Planning

## Year 4 Semester 2

AMB321 Advertising Campaigns  
AMB202 Integrated Marketing Communication

## Electronic Business Major

### Year 1 Semester 1

BSB115 Management, People and Organisations  
BSB119 International and Electronic Business

### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

### Year 2 Semester 2

BSB113 Economics  
BSB122 Quantitative Analysis and Finance

### Year 3 Semester 1

BSB212 Electronic Business Applications  
ITB233 Enterprise Systems Applications

## Year 3 Semester 2

BSB213 Governance Issues in E-Business  
ITB823 Web Sites For Electronic Commerce

## Year 4 Semester 1

MGB334 Managing in a Changing Environment  
AYB221 Computerised Accounting Systems

## Year 4 Semester 2

ITB239 Enterprise Data Mining  
BSB314 E-Business Intelligence

## Management Major

### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

### Year 2 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

### Year 3 Semester 1

MGB220 Management Research Methods  
MGB222 Managing Organisations

### Year 3 Semester 2

MGB210 Production and Service Management  
MGB211 Organisational Behaviour

### Year 4 Semester 1

MGB334 Managing in a Changing Environment  
Management Option Unit

### Year 4 Semester 2

MGB309 Strategic Management  
Management Option Unit

### Management Option Unit List:

MGB216 Managing Technological Innovation in Global Business  
MGB218 Venture Skills  
MGB223 Creating New Enterprises  
MGB312 Negotiation Skills  
MGB315 Personal and Professional Development

MGB335 Project Management  
 Management students must choose three from the above list (one must be a Level 3 unit).

**Banking and Finance Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB101 Data Analysis for Business  
 EFB210 Finance 1

**Year 3 Semester 2**

EFB102 Economics 2  
 EFB307 Finance 2

**Year 4 Semester 1**

EFB200 Applied Regression Analysis  
 EFB318 Portfolio and Security Analysis

**Year 4 Semester 2**

EFB312 International Finance  
 EFB201 Financial Markets

**Economics Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 EFB102 Economics 2

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB211 Firms, Markets and Resources  
 EFB202 Business Cycles and Economic Growth

**Year 3 Semester 2**

EFB101 Data Analysis for Business  
 EFB328 Public Economics and Finance

**Year 4 Semester 1**

BSB111 Business Law and Ethics  
 EFB200 Applied Regression Analysis

**Year 4 Semester 2**

EFB329 Contemporary Applications of Economics Theory  
 EFB314 International Trade and Economic Competitiveness

**Human Resource Management Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB207 Human Resource Issues and Strategy  
 MGB220 Management Research Methods

**Year 3 Semester 2**

MGB211 Organisational Behaviour  
 HRM Option Unit

**Year 4 Semester 1**

MGB221 Performance and Reward  
 HRM Option Unit

**Year 4 Semester 2**

MGB320 Recruitment and Selection  
 MGB331 Training and Development

**HRM Option Unit List:**

MGB201 The Legal Context of Employment Relations

## BUSINESS

MGB209	Occupational Health and Safety Management
MGB224	Australian Industrial Relations
MGB304	Human Resource Information Management
MGB305	Human Resource Management Strategy and Policy
MGB314	Organisational Consulting and Change
MGB315	Personal and Professional Development
MGB325	Advanced Practice in Training and Development

HRM students must choose two from the above list (one must be a Level 3 unit).

### International Business Major

#### Year 1 Semester 1

BSB119	International and Electronic Business
BSB126	Marketing

#### Year 1 Semester 2

BSB110	Accounting
BSB115	Management, People and Organisations

#### Year 2 Semester 1

BSB114	Government, Business and Society
BSB122	Quantitative Analysis and Finance

#### Year 2 Semester 2

BSB111	Business Law and Ethics
BSB113	Economics

#### Year 3 Semester 1

IBB202	Fundamentals of International Finance
IBB217	Asian Business Development
	or
IBB208	European Business Development

#### Year 3 Semester 2

IBB210	Export Management
IBB317	Contemporary Business in Asia
	or
IBB308	Contemporary Business in Europe

#### Year 4 Semester 1

IBB213	International Marketing
IBB205	Cross-Cultural Communication and Negotiation

#### Year 4 Semester 2

IBB300	International Business Strategy
IBB303	International Logistics

### Marketing Major

#### Year 1 Semester 1

BSB122	Quantitative Analysis and Finance
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BSB126	Marketing
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#### Year 1 Semester 2

BSB110	Accounting
BSB115	Management, People and Organisations

#### Year 2 Semester 1

BSB114	Government, Business and Society
BSB119	International and Electronic Business

#### Year 2 Semester 2

BSB111	Business Law and Ethics
BSB113	Economics

#### Year 3 Semester 1

AMB200	Consumer Behaviour
AMB240	Marketing Planning and Management

#### Year 3 Semester 2

AMB201	Marketing and Audience Research
AMB241	E-Marketing Strategies

#### Year 4 Semester 1

AMB340	Services Marketing
AMB202	Integrated Marketing Communication

#### Year 4 Semester 2

AMB341	Strategic Marketing
AMB352	Marketing Decision Making
	or
IBB213	International Marketing

### Potential Careers:

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Community Health Officer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Home Economist, Information Officer, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Policy Officer, Project Developer, Project Manager, Public Health Officer, Public Relations Officer/Consultant, Publishing Professional, Risk Manager, Stockbroker.



## **Bachelor of Business/Bachelor of Information Technology (IX33)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059595C

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$15360

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 419202; Dfee: 419206

**Past rank cut-off:** 75; Dfee: 70

**Past OP cut-off:** 12; Dfee: 14

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA), and for games technology and security majors, Maths B (4, SA) or for all other majors, Maths A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Preparatory Mathematics as a visiting student or QUT Continuing Professional Education course Mathematics Bridging. ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Course coordinator:** Ruth Christie (InfoTech); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point

### **Overview**

This double degree will give you a broad base of commercial knowledge in business and information technology, making you more attractive to employers, even if you wish to work predominantly in an information technology position. You will have the opportunity to complement your information technology studies with a business major in accountancy, advertising, banking and finance, economics, electronic business, human resource management, international business, management, marketing or public relations.

You will combine your business studies with an information technology major of your choice. Possible combinations include banking and finance with security, management with business systems engineering, or marketing with information and knowledge management.

### **Cooperative Education Program**

The Coop Ed Program is a joint venture between employers and the Faculty of IT giving you the opportunity of 10-12 months paid industry placement to better prepare you for employment after you graduate. The Coop Ed Program

integrates formal study and professional experience, so you can apply what you are learning in an area relevant to your chosen path.

Some of the organisations our Coop Ed students have worked with are the Australian Tax Office, Boeing Australia, CITEC, Department of Natural Resources and Water, Dialog, EPA, Queensland Police, RACQ and UNiTAB Limited.

For more information about the Faculty's Cooperative Education Program, please visit [www.fit.qut.edu.au/future/cooped.jsp](http://www.fit.qut.edu.au/future/cooped.jsp)

### **Career Outcomes**

Business graduates work in diverse roles in the private and public sectors in areas such as accountancy, advertising, banking and finance, economics, electronic business, human resource management, international business, management, marketing and public relations. A graduate of the Bachelor of Information Technology may find employment as a programmer, systems manager, systems designer, systems analyst, computer sales and marketing consultant or data processing manager.

### **Professional recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

- \*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.
- \*Accountancy: CPA Australia (associate membership & enrolment in the CPA Program), Institute of Chartered Accountants in Australia (ICAA)(enrolment in the CA Program).
- \*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association and the Queensland Commercial Radio Association;
- \*Banking and Finance: Australasian Institute of Banking and Finance (AIBF).
- \*Economics: Economic Society of Australia (Queensland Division).
- \*Human Resource Management - Australian Human Resources Institute, Australian Institute of Training and Development, Australian Institute of Management;
- \*International Business - Australian Institute of Export;
- \*Management - Australian Institute of Management;
- \*Marketing: Australian Marketing Institute, Market Research Society of Australia, Australian Institute of Management, Australian Institute of Export (Qld) Ltd, American Marketing Association.
- \*Public Relations - Public Relations Institute of Australia.

Graduates of the Bachelor of Information Technology meet the knowledge requirements for admission to the Australian Computer Society (ACS).

### **Course Design**

Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Business program and 192 credit points from the Bachelor of Information Technology program.

**IX33 - Bachelor of Business/Bachelor of Information Technology Course structure**

**Year 1, Semester 1**

ITB002	IT Professional Studies
ITB005	Systems Architecture
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit

**Year 1, Semester 2**

ITB004	Database Systems
ITB006	Networks
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit

**Year 2, Semester 1**

ITB001	Problem Solving and Programming
ITB008	Modelling Analysis and Design
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit

**Year 2, Semester 2**

ITB003	Object Oriented Programming
ITB007	Web Development
BBUS	Business Unit
BBUS	Business Unit

**Year 3, Semester 1**

	IT Major Unit
	IT Major Unit
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit

**Year 3 Semester 2**

ITB009	Core Project Initiation
	IT Major Unit
BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit

**Year 4, Semester 1**

ITB010	Core Project Implementation
	IT Major Unit
BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit

**Year 4, Semester 2**

IT Major Unit

IT Major Unit

BBUS Business Faculty Major Unit

BBUS Business Faculty Major Unit

**Advertising Major**

**Year 1 Semester 1**

BSB122	Quantitative Analysis and Finance
BSB126	Marketing

**Year 1 Semester 2**

BSB110	Accounting
BSB115	Management, People and Organisations

**Year 2 Semester 1**

BSB114	Government, Business and Society
BSB119	International and Electronic Business

**Year 2 Semester 2**

BSB111	Business Law and Ethics
BSB113	Economics

**Year 3 Semester 1**

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

**Year 3 Semester 2**

AMB221	Advertising Copywriting
AMB222	Media Planning

**Year 4 Semester 1**

AMB320	Advertising Management
AMB330	Advertising Strategy and Planning

**Year 4 Semester 2**

AMB321	Advertising Campaigns
AMB202	Integrated Marketing Communication

**Public Relations Major**

**Year 1 Semester 1**

BSB122	Quantitative Analysis and Finance
BSB126	Marketing

**Year 1 Semester 2**

BSB110	Accounting
BSB115	Management, People and Organisations

**Year 2 Semester 1**

BSB114	Government, Business and Society
BSB119	International and Electronic Business

**Year 2 Semester 2**

BSB111	Business Law and Ethics
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BSB113 Economics

**Year 3 Semester 1**

AMB201 Marketing and Audience Research  
 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  
 AMB370 Public Relations Cases

**Year 4 Semester 2**

AMB361 Public Relations Campaigns  
 AMB371 Corporate Communication Strategies

**Accountancy Major**

**Year 1 Semester 1**

BSB110 Accounting  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB114 Government, Business and Society

**Year 2 Semester 1**

BSB111 Business Law and Ethics  
 BSB113 Economics

**Year 2 Semester 2**

AYB121 Financial Accounting  
 AYB223 Law of Business Associations

**Year 3 Semester 1**

AYB225 Management Accounting  
 AYB220 Company Accounting

**Year 3 Semester 2**

AYB221 Computerised Accounting Systems  
 AYB325 Taxation Law

**Year 4 Semester 1**

AYB301 Auditing  
 AYB311 Financial Accounting Issues  
 or  
 AYB321 Strategic Management Accounting

**Year 4 Semester 2**

EFB101 Data Analysis for Business  
 EFB210 Finance 1

**Electronic Business Major**

**Year 1 Semester 1**

BSB115 Management, People and Organisations  
 BSB119 International and Electronic Business

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB113 Economics  
 BSB122 Quantitative Analysis and Finance

**Year 3 Semester 1**

BSB212 Electronic Business Applications  
 ITB233 Enterprise Systems Applications

**Year 3 Semester 2**

BSB213 Governance Issues in E-Business  
 ITB823 Web Sites For Electronic Commerce

**Year 4 Semester 1**

MGB334 Managing in a Changing Environment  
 AYB221 Computerised Accounting Systems

**Year 4 Semester 2**

ITB239 Enterprise Data Mining  
 BSB314 E-Business Intelligence

**Banking and Finance Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB101 Data Analysis for Business  
 EFB210 Finance 1

**Year 3 Semester 2**

EFB102 Economics 2  
EFB307 Finance 2

**Year 4 Semester 1**

EFB200 Applied Regression Analysis  
EFB318 Portfolio and Security Analysis

**Year 4 Semester 2**

EFB312 International Finance  
EFB201 Financial Markets

**Economics Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
EFB102 Economics 2

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB211 Firms, Markets and Resources  
EFB202 Business Cycles and Economic Growth

**Year 3 Semester 2**

EFB101 Data Analysis for Business  
EFB328 Public Economics and Finance

**Year 4 Semester 1**

BSB111 Business Law and Ethics  
EFB200 Applied Regression Analysis

**Year 4 Semester 2**

EFB329 Contemporary Applications of Economics Theory  
EFB314 International Trade and Economic Competitiveness

**Human Resource Management Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB207 Human Resource Issues and Strategy  
MGB220 Management Research Methods

**Year 3 Semester 2**

MGB211 Organisational Behaviour  
HRM Option Unit

**Year 4 Semester 1**

MGB221 Performance and Reward  
HRM Option Unit

**Year 4 Semester 2**

MGB320 Recruitment and Selection  
MGB331 Training and Development

**HRM Option Unit List:**

MGB201 The Legal Context of Employment Relations  
MGB209 Occupational Health and Safety Management  
MGB224 Australian Industrial Relations  
MGB304 Human Resource Information Management  
MGB305 Human Resource Management Strategy and Policy  
MGB314 Organisational Consulting and Change  
MGB315 Personal and Professional Development  
MGB325 Advanced Practice in Training and Development

HRM students must choose two from the above list (one must be a Level 3 unit).

**Management Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting

BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance

BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB220 Management Research Methods

MGB222 Managing Organisations

**Year 3 Semester 2**

MGB210 Production and Service Management

MGB211 Organisational Behaviour

**Year 4 Semester 1**

MGB334 Managing in a Changing Environment  
Management Option Unit

**Year 4 Semester 2**

MGB309 Strategic Management  
Management Option Unit

**Management Option Unit List:**

MGB216 Managing Technological Innovation in Global Business

MGB218 Venture Skills

MGB223 Creating New Enterprises

MGB312 Negotiation Skills

MGB315 Personal and Professional Development

MGB335 Project Management

Management students must choose three from the above list (one must be a Level 3 unit).

**Marketing Major**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting

BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society

BSB119 International and Electronic Business

**Year 2 Semester 2**

BSB111 Business Law and Ethics

BSB113 Economics

**Year 3 Semester 1**

AMB200 Consumer Behaviour

AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research

AMB241 E-Marketing Strategies

**Year 4 Semester 1**

AMB340 Services Marketing

AMB202 Integrated Marketing Communication

**Year 4 Semester 2**

AMB341 Strategic Marketing

AMB352 Marketing Decision Making

or

IBB213 International Marketing

**International Business Major**

**Year 1 Semester 1**

BSB119 International and Electronic Business

BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting

BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society

BSB122 Quantitative Analysis and Finance

**Year 2 Semester 2**

BSB111 Business Law and Ethics

BSB113 Economics

**Year 3 Semester 1**

IBB202 Fundamentals of International Finance

IBB217 Asian Business Development

or

IBB208 European Business Development

**Year 3 Semester 2**

IBB210 Export Management

IBB317 Contemporary Business in Asia

or

IBB308 Contemporary Business in Europe

**Year 4 Semester 1**

IBB213 International Marketing

IBB205 Cross-Cultural Communication and Negotiation

**Year 4 Semester 2**

IBB300 International Business Strategy

IBB303 International Logistics

**Business Systems Engineering Major**

**Compulsory Units**

ITB222	Systems Analysis and Design
ITB228	Enterprise Systems
ITB245	R/3 System Administration
ITB298	Business Process Engineering

**IS Elective Units**

Select two (2) units from the following list

ITB218	Applications Programming
ITB223	Software Development with ORACLE
ITB230	Project
ITB237	Advanced Databases
ITB245	R/3 System Administration
ITB255	Knowledge Management
ITB266	Information Management
ITB267	Business Analytics
ITB272	Information Technology Project Management
ITB294	Information Quality
ITB322	Information Resources

**Databases Major****Compulsory Units**

ITB229	Database Design
ITB232	Database Management
ITB239	Enterprise Data Mining
ITB295	XML: Data and Document Processing

**IS Elective Units**

Select two (2) units from the following list

ITB218	Applications Programming
ITB223	Software Development with ORACLE
ITB230	Project
ITB237	Advanced Databases
ITB245	R/3 System Administration
ITB255	Knowledge Management
ITB266	Information Management
ITB267	Business Analytics
ITB272	Information Technology Project Management
ITB294	Information Quality
ITB322	Information Resources

**Electronic Business Major****Compulsory Units**

ITB233	Enterprise Systems Applications
ITB239	Enterprise Data Mining
ITB260	E-Commerce Site Development
BSB212	Electronic Business Applications
BSB213	Governance Issues in E-Business

BSB314	E-Business Intelligence
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**Games Technology Major****Compulsory Units**

ITB711	Programming Abstraction
ITB743	Artificial Intelligence
ITB746	Modelling and Animation Techniques
ITB747	Real Time Rendering Techniques
ITB749	Scientific Programming
MAB281	Mathematics for Computer Graphics

**Information and Knowledge Management Major**

Please contact the Course Coordinator for enrolment advice

**Information Systems Major****Compulsory Units**

ITB228	Enterprise Systems
ITB229	Database Design
ITB260	E-Commerce Site Development

**IS Elective Units**

Select two (2) units from the following list

ITB218	Applications Programming
ITB223	Software Development with ORACLE
ITB230	Project
ITB237	Advanced Databases
ITB266	Information Management
ITB267	Business Analytics
ITB322	Information Resources

**Information Technology Management Major****Compulsory Units**

ITB222	Systems Analysis and Design
ITB241	Information Technology Management
ITB264	Information Systems Consulting
ITB272	Information Technology Project Management

**IS Elective Units**

Select two (2) units from the following list

ITB218	Applications Programming
ITB223	Software Development with ORACLE
ITB230	Project
ITB237	Advanced Databases
ITB245	R/3 System Administration
ITB255	Knowledge Management
ITB266	Information Management
ITB267	Business Analytics

ITB272	Information Technology Project Management
ITB294	Information Quality
ITB322	Information Resources

**Intelligent Systems Major**

**Compulsory Units**

ITB239	Enterprise Data Mining
ITB295	XML: Data and Document Processing
ITB740	Agent Based Software Engineering
ITB741	Information Retrieval Technology

**Elective Units**

Select two (2) units from the following list

ITB322	Information Resources
ITB710	Fundamentals of Computer Science
ITB715	Web Services
ITB742	Computational Intelligence
ITB743	Artificial Intelligence

**Interactive Media Major**

**Compulsory Units**

ITB254	Interaction Design
ITB257	Multimedia Systems
ITB259	Advanced Multimedia Systems
KIB101	Foundations of Communication Design 1
KIB102	Foundations of Communication Design 2

**Elective Units**

Select one (1) unit from the following list

KIB103	Media Technology 1
KIB105	Animation and Motion Graphics
KIB108	Animation Practices

**Network Systems Major**

**Compulsory Units**

ITB720	Internet Protocols and Services
ITB721	Unix Network Administration
ITB722	Network Planning and Deployment

**Elective Units**

Select three (3) units from the following list

ITB710	Fundamentals of Computer Science
ITB723	Wireless and Mobile Devices
ITB745	Operating Systems
ITS701	Ccna 1 & 2: Internetworking and Routing Basics
ITS702	Ccna 3 & 4: Switching and Wide Area Networking

**Security Major**

**Compulsory Units**

ITB720	Internet Protocols and Services
ITB721	Unix Network Administration
ITB730	Information Security Fundamentals
ITB731	Security Technologies
ITB732	Cryptology and Protocols
ITB733	Network Security

**Software Architecture Major**

**Compulsory Units**

ITB229	Database Design
ITB710	Fundamentals of Computer Science
ITB711	Programming Abstraction
ITB712	Software Engineering Studies
ITB713	Advanced Java Programming
ITB717	Enterprise Software Architecture

**Web Services and Applications Major**

**Compulsory Units**

ITB254	Interaction Design
ITB260	E-Commerce Site Development
ITB295	XML: Data and Document Processing
ITB716	Advanced Web Applications Development
ITB717	Enterprise Software Architecture
ITB715	Web Services

**Potential Careers:**

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Computer Games Developer, Computer Salesperson/Marketer, Corporate Secretary, Database Manager, Economist, Electronic Commerce Developer, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Human Resource Manager, Information Officer, Information Security Specialist, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Multimedia Designer, Organisational Communication Specialist, Public Relations Officer/Consultant, Publishing Professional, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Systems Programmer, Systems Trainer, Technical Officer, Trainer, Web Designer.

## **Bachelor of Business / Bachelor of Creative Industries (IX34)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059596B

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$15360

**International Fees (per semester):** 2007: \$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 409182

**Past rank cut-off:** 80

**Past OP cut-off:** 10

**Assumed knowledge:** English (4, SA) and for accountancy, banking and finance, economics, and marketing majors, Maths A, B or C (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 384

**Standard credit points per full-time semester:** 48

**Course coordinator:** Head, Undergraduate Studies [ugenq.ci@qut.edu.au](mailto:ugenq.ci@qut.edu.au) (Creative Industries); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr Jason Sternberg (Media & Communication); Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point and Kelvin Grove

### **OP Guarantee**

The OP Guarantee does not apply to this course.

### **Additional Entry Requirements (for the majors below)**

In addition to meeting the cut-off applicants who wish to study one of the following Creative Industries majors below must also pass the additional entry requirement listed below. Further information will be available in July via [addentry.qut.com](http://addentry.qut.com) or by phoning 07 3138 8114. A \$33 service fee applies for each of the Creative Industries majors below. Applicants applying for more than one course in the same area are required to pay only one service fee of \$33. Closing dates are listed below.

**Dance:** lodge required materials with QUT by 30 August 2007 and pass the audition. Auditions and interviews will be held in Brisbane, Melbourne, Sydney, Canberra, Adelaide, Townsville and Rockhampton. Confirmation of dates and venues will be posted after applications close.

**Music:** lodge required materials with QUT by 19 October 2007 and pass the audition.

**Sound Design:** lodge required materials with QUT by 19 October 2007 and pass the portfolio.

**Visual Arts:** withdrawn. Not offered in 2008

### **Professional Recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

\*Accountancy: CPA Australia (associate membership & enrolment in the CPA Program), Institute of Chartered Accountants in Australia (ICAA)(enrolment in the CA Program).

\*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association and the Queensland Commercial Radio Association;

\*Banking and Finance: Australasian Institute of Banking and Finance (AIBF).

\*Economics: Economic Society of Australia (Queensland Division).

\*Human Resource Management - Australian Human Resources Institute, Australian Institute of Training and Development, Australian Institute of Management;

\*International Business - Australian Institute of Export;

\*Management - Australian Institute of Management;

\*Marketing: Australian Marketing Institute, Market Research Society of Australia, Australian Institute of Management, Australian Institute of Export (Qld) Ltd, American Marketing Association.

\*Public Relations - Public Relations Institute of Australia.

### **Course Design**

This course is made up of 384 credit points. Each component (i.e. Business and Creative Industries) comprises 192 credit points.

The Business component is made up of 96 credit points of Faculty core units and 96 credit points of units from a Business major.

The Business majors are accountancy, advertising, banking and finance, economics, electronic business, human resource management, international business, management, marketing, public relations.

The Creative Industries component is made up of 24 credit points of Faculty core units, 144 credit points from a Creative Industries major and 24 credit points of elective units.

The Creative Industries majors are communication design, creative writing, dance, drama, interdisciplinary, media and communication, music, sound design, television and visual arts.

Students will complete one Business and one Creative Industries major.



**Deferment**

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

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

Find out more on deferment.

**Domestic student tuition fee (Dfee) places**

**Undergraduate domestic full fee places (Dfee) are not available in this course.** Tuition fees are only applicable to currently enrolled students who were unable to comply regulations regarding their original Commonwealth Supported place (i.e. failure to lodge an eCAF, has consumed of other their Student Learning Entitlement etc.) and who have been invited and accepted to continue as a fee-paying student.

**Course structure - Overview**

**Year 1 Semester 1**

- Business Faculty Core Unit
- Business Faculty Core Unit
- Creative Industries Faculty Unit
- Creative Industries Faculty Unit

**Year 1 Semester 2**

- Business Faculty Core Unit
- Business Faculty Core Unit
- Creative Industries Faculty Unit
- Creative Industries Faculty Unit

**Year 2 Semester 1**

- Business Faculty Core Unit
- Business Faculty Core Unit
- Creative Industries Faculty Unit
- Creative Industries Faculty Unit

**Year 2 Semester 2**

- Business Faculty Core Unit
- Business Faculty Core Unit
- Creative Industries Faculty Unit
- Creative Industries Faculty Unit

**Year 3 Semester 1**

- Business Faculty Major Unit
- Business Faculty Major Unit
- Creative Industries Faculty Unit
- Creative Industries Faculty Unit

**Year 3 Semester 2**

- Business Faculty Major Unit
- Business Faculty Major Unit
- Creative Industries Faculty Unit
- Creative Industries Faculty Unit

**Year 4 Semester 1**

- Business Faculty Major Unit
- Business Faculty Major Unit
- Creative Industries Faculty Unit
- Creative Industries Faculty Unit

**Year 4 Semester 2**

- Business Faculty Major Unit
- Business Faculty Major Unit
- Creative Industries Faculty Unit
- Creative Industries Faculty Unit

**Public Relations Major**

**Year 1 Semester 1**

- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

**Year 1 Semester 2**

- BSB110 Accounting
- BSB115 Management, People and Organisations

**Year 2 Semester 1**

- BSB114 Government, Business and Society
- BSB119 International and Electronic Business

**Year 2 Semester 2**

- BSB111 Business Law and Ethics
- BSB113 Economics

**Year 3 Semester 1**

- AMB201 Marketing and Audience Research
- 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
- AMB370 Public Relations Cases

**Year 4 Semester 2**

- AMB361 Public Relations Campaigns
- AMB371 Corporate Communication Strategies

**Electronic Business Major**

## BUSINESS

### Year 1 Semester 1

BSB115 Management, People and Organisations  
BSB119 International and Electronic Business

### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

### Year 2 Semester 2

BSB113 Economics  
BSB122 Quantitative Analysis and Finance

### Year 3 Semester 1

BSB212 Electronic Business Applications  
ITB233 Enterprise Systems Applications

### Year 3 Semester 2

BSB213 Governance Issues in E-Business  
ITB823 Web Sites For Electronic Commerce

### Year 4 Semester 1

MGB334 Managing in a Changing Environment  
AYB221 Computerised Accounting Systems

### Year 4 Semester 2

ITB239 Enterprise Data Mining  
BSB314 E-Business Intelligence

### Accountancy Major

#### Year 1 Semester 1

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB114 Government, Business and Society

#### Year 2 Semester 1

BSB111 Business Law and Ethics  
BSB113 Economics

#### Year 2 Semester 2

AYB121 Financial Accounting  
AYB223 Law of Business Associations

#### Year 3 Semester 1

AYB225 Management Accounting  
AYB220 Company Accounting

### Year 3 Semester 2

AYB221 Computerised Accounting Systems  
AYB325 Taxation Law

### Year 4 Semester 1

AYB301 Auditing  
AYB311 Financial Accounting Issues  
or  
AYB321 Strategic Management Accounting

### Year 4 Semester 2

EFB101 Data Analysis for Business  
EFB210 Finance 1

### Human Resource Management Major

#### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

#### Year 2 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

#### Year 3 Semester 1

MGB207 Human Resource Issues and Strategy  
MGB220 Management Research Methods

#### Year 3 Semester 2

MGB211 Organisational Behaviour  
HRM Option Unit

#### Year 4 Semester 1

MGB221 Performance and Reward  
HRM Option Unit

#### Year 4 Semester 2

MGB320 Recruitment and Selection  
MGB331 Training and Development

#### HRM Option Unit List:

MGB201 The Legal Context of Employment Relations  
MGB209 Occupational Health and Safety Management  
MGB224 Australian Industrial Relations  
MGB304 Human Resource Information Management

## BUSINESS

MGB305	Human Resource Management Strategy and Policy
MGB314	Organisational Consulting and Change
MGB315	Personal and Professional Development
MGB325	Advanced Practice in Training and Development

HRM students must choose two from the above list (one must be a Level 3 unit).

### Economics Major

#### Year 1 Semester 1

BSB113	Economics
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB114	Government, Business and Society
BSB126	Marketing

#### Year 2 Semester 1

BSB110	Accounting
EFB102	Economics 2

#### Year 2 Semester 2

BSB122	Quantitative Analysis and Finance
BSB119	International and Electronic Business

#### Year 3 Semester 1

EFB211	Firms, Markets and Resources
EFB202	Business Cycles and Economic Growth

#### Year 3 Semester 2

EFB101	Data Analysis for Business
EFB328	Public Economics and Finance

#### Year 4 Semester 1

BSB111	Business Law and Ethics
EFB200	Applied Regression Analysis

#### Year 4 Semester 2

EFB329	Contemporary Applications of Economics Theory
EFB314	International Trade and Economic Competitiveness

### Banking and Finance Major

#### Year 1 Semester 1

BSB113	Economics
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB114	Government, Business and Society
BSB126	Marketing

#### Year 2 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

#### Year 2 Semester 2

BSB122	Quantitative Analysis and Finance
BSB119	International and Electronic Business

#### Year 3 Semester 1

EFB101	Data Analysis for Business
EFB210	Finance 1

#### Year 3 Semester 2

EFB102	Economics 2
EFB307	Finance 2

#### Year 4 Semester 1

EFB200	Applied Regression Analysis
EFB318	Portfolio and Security Analysis

#### Year 4 Semester 2

EFB312	International Finance
EFB201	Financial Markets

### Management Major

#### Year 1 Semester 1

BSB113	Economics
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB114	Government, Business and Society
BSB126	Marketing

#### Year 2 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

#### Year 2 Semester 2

BSB122	Quantitative Analysis and Finance
BSB119	International and Electronic Business

#### Year 3 Semester 1

MGB220	Management Research Methods
MGB222	Managing Organisations

#### Year 3 Semester 2

MGB210	Production and Service Management
MGB211	Organisational Behaviour

#### Year 4 Semester 1

MGB334	Managing in a Changing Environment Management Option Unit
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#### Year 4 Semester 2

## BUSINESS

MGB309 Strategic Management  
Management Option Unit

### Management Option Unit List:

MGB216 Managing Technological Innovation in Global Business  
MGB218 Venture Skills  
MGB223 Creating New Enterprises  
MGB312 Negotiation Skills  
MGB315 Personal and Professional Development  
MGB335 Project Management  
Management students must choose three from the above list (one must be a Level 3 unit).

### Marketing Major

#### Year 1 Semester 1

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

#### Year 3 Semester 1

AMB200 Consumer Behaviour  
AMB240 Marketing Planning and Management

#### Year 3 Semester 2

AMB201 Marketing and Audience Research  
AMB241 E-Marketing Strategies

#### Year 4 Semester 1

AMB340 Services Marketing  
AMB202 Integrated Marketing Communication

#### Year 4 Semester 2

AMB341 Strategic Marketing  
AMB352 Marketing Decision Making  
or  
IBB213 International Marketing

### International Business Major

#### Year 1 Semester 1

BSB119 International and Electronic Business

BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
BSB122 Quantitative Analysis and Finance

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

#### Year 3 Semester 1

IBB202 Fundamentals of International Finance  
IBB217 Asian Business Development  
or  
IBB208 European Business Development

#### Year 3 Semester 2

IBB210 Export Management  
IBB317 Contemporary Business in Asia  
or  
IBB308 Contemporary Business in Europe

#### Year 4 Semester 1

IBB213 International Marketing  
IBB205 Cross-Cultural Communication and Negotiation

#### Year 4 Semester 2

IBB300 International Business Strategy  
IBB303 International Logistics

### Advertising Major

#### Year 1 Semester 1

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

#### Year 3 Semester 1

AMB200 Consumer Behaviour

## BUSINESS

AMB220 Advertising Theory and Practice

### Year 3 Semester 2

AMB221 Advertising Copywriting

AMB222 Media Planning

### Year 4 Semester 1

AMB320 Advertising Management

AMB330 Advertising Strategy and Planning

### Year 4 Semester 2

AMB321 Advertising Campaigns

AMB202 Integrated Marketing Communication

### Course structure for Communication Design major

#### Year 1, Semester 1

Creative Industries Core Unit

KIB101 Foundations of Communication Design 1

#### Year 1, Semester 2

Creative Industries Core Unit

KIB102 Foundations of Communication Design 2

#### Year 2, Semester 1

Creative Industries Elective

KIB103 Media Technology 1

#### Year 2, Semester 2

Creative Industries Elective

KIB104 Media Technology 2

#### Year 3, Semester 1

KIB210 Design Studio 1: Interaction Design

#### Year 3, Semester 2

KIB211 Design Studio 2: Web Development

#### Year 4, Semester 1

KIB310 Design Studio 3: Virtual Environments

#### Year 4, Semester 2

KIB311 Design Studio 4: Tangible Media

### Course structure for Creative Writing major

#### Year 1, Semester 1

Creative Industries Core Unit

KWB101 Introduction to Creative Writing

#### Year 1, Semester 2

Creative Industries Core Unit

KWB104 Creative Writing: The Short Story

#### Year 2, Semester 1

KWB107 Introduction to Creative Non-Fiction

KWB102 Media Writing

OR

KWB103 Persuasive Writing

#### Year 2, Semester 2

KWB204 Creative Non-Fiction: Life Writing

KJB224 Feature Writing

OR

KWB106 Corporate Writing and Editing

#### Year 3, Semester 1

Creative Industries Elective

KWB207 Great Books: The Literary Classics

#### Year 3, Semester 2

Creative Industries Elective

KWB206 Youth and Children's Writing

#### Year 4, Semester 1

KWB201 Creative Writing: Digital Media

KWB203 Creative Writing: The Novel

#### Year 4, Semester 2

KWB205 Creative Writing Project 1

KWB303 Writing and Publishing Industry

### Course structure for Dance major

#### Year 1, Semester 1

Creative Industries Core Unit

KDB103 Dance Technique Studies 1

#### Year 1, Semester 2

Creative Industries Core Unit

KDB104 Dance Technique Studies 2

#### Year 2, Semester 1

KDB105 Architecture of the Body

KDB213 Dance Technique Studies 3

#### Year 2, Semester 2

KDB107 Choreographic Studies 1

KDB214 Dance Technique Studies 4

#### Year 3, Semester 1

KDB110 Deconstructing Dance in History

KDB207-1 Choreographic Studies 2

#### Year 3, Semester 2

KDB106 Dance Analysis

KDB207-2 Choreographic Studies 2

KDB208 Integrated Professional Skills

**Year 4, Semester 1**

Creative Industries Elective

KDB108 World Dance

**Year 4, Semester 2**

Creative Industries Elective

KDB204 Australian Dance

**Course structure for Drama major**

**Year 1, Semester 1**

Creative Industries Core Unit

KTB101 20th Century Performance

**Year 1, Semester 2**

Creative Industries Core Unit

KTB104 Performance Innovation

**Year 2, Semester 1**

KTB102 Process Drama

KTB103 Performing Skills 1: Body and Voice and Role

**Year 2, Semester 2**

KTB105 Production 1: Story Making

KTB106 Performing Skills 2: Style and Form

**Year 3, Semester 1**

Creative Industries Elective

KTB206 The Creating Body

**Year 3, Semester 2**

Creative Industries Elective

KTB207 Staging Australia

**Year 4, Semester 1**

KTB204 Understanding Performance

KTB301 Performing Self

**Year 4, Semester 2**

KTB303 Performing Skills 3: Interpreting and Adapting

KTB305 Production 3: The Entrepreneurial Artist

**Course structure for Media and Communication major**

**Year 1, Semester 1**

Creative Industries Core Unit

KCB101 Communication in the New Economy

**Year 1, Semester 2**

Creative Industries Core Unit

KCB104 Media and Communications Industries

**Year 2, Semester 1**

KCB102 Media and Society: From Printing Press to

Internet

KCB103 Strategic Speech Communication

**Year 2, Semester 2**

KCB105 Media and Communication Research Methods

KCB202 New Media Technologies

**Year 3, Semester 1**

KCB201 Virtual Cultures

KCB302 Political Communication

**Year 3, Semester 2**

KCB203 Consumer Cultures

KCB304 Managing Communication Resources

**Year 4, Semester 1**

Creative Industries Elective

KCB301 Media Audiences

**Year 4, Semester 2**

Creative Industries Elective

KCB303 Applied Media Communication

**Course structure for Interdisciplinary major**

**Year 1, Semester 1**

Creative Industries Core Unit

Sub-Major 1

**Year 1, Semester 2**

Creative Industries Core Unit

Sub-Major 1

**Year 2, Semester 1**

Sub-Major 1

Sub-Major 2

**Year 2, Semester 2**

Sub-Major 1

Sub-Major 2

**Year 3, Semester 1**

Sub-Major 1

Sub-Major 2

**Year 3, Semester 2**

Sub-Major 1

Sub-Major 2

**Year 4, Semester 1**

Creative Industries Elective

Sub-Major 2

**Year 4, Semester 2**

Creative Industries Elective  
Sub-Major 2

Please note: At least eight of your sub-major units must be K-coded units

**Course structure for Music major**

**Year 1, Semester 1**

Creative Industries Core Unit  
KMB003 Sex Drugs Rock 'n' roll  
OR  
KMB005-1 Group Music

**Year 1, Semester 2**

Creative Industries Core Unit  
KMB105 Music and Sound Technology  
The following unit to be taken if KMB005-1 Group Music completed in semester 1:  
KMB005-2 Group Music

**Year 2, Semester 1**

KMB130 Core Musicianship 1  
KMB110 Music Production 1  
OR  
KMB120 Music Performance 1

**Year 2, Semester 2**

KMB131 Core Musicianship 2  
KMB111 Music Production 2  
OR  
KMB121 Music Performance 2

**Year 3, Semester 1**

Music Elective  
KMB214-1 Music and Sound: Principal Study A

**Year 3, Semester 2**

Music Elective  
KMB214-2 Music and Sound: Principal Study A

**Year 4, Semester 1**

Creative Industries Elective  
Music Elective

**Year 4, Semester 2**

Creative Industries Elective  
Music Elective

**Course structure for Sound Design major**

**Year 1, Semester 1**

Creative Industries Core Unit  
KMB105 Music and Sound Technology

**Year 1, Semester 2**

Creative Industries Core Unit  
KMB106 Music and Sound for Multimedia

**Year 2, Semester 1**

KMB104 Music and Sound Skills  
KMB110 Music Production 1

**Year 2, Semester 2**

KMB107 Sound, Image, Text  
KMB111 Music Production 2

**Year 3, Semester 1**

Sound Design Elective  
KMB214-1 Music and Sound: Principal Study A

**Year 3, Semester 2**

KMB205 Sound Media Musicianship  
KMB214-2 Music and Sound: Principal Study A

**Year 4, Semester 1**

Creative Industries Elective  
KKB290 Supervised Group Project

**Year 4, Semester 2**

Creative Industries Elective  
Sound Design Elective

**Course structure for Television major**

**Year 1, Semester 1**

Creative Industries Core Unit  
KPB101 Foundations of Film and Television Production

**Year 1, Semester 2**

Creative Industries Core Unit  
KPB104 Film and Television Production Resource Management

**Year 2, Semester 1**

KPB106 Australian Television  
KWB102 Media Writing

**Year 2, Semester 2**

Creative Industries Elective  
KPB107 Television Genres

**Year 3, Semester 1**

KCB301 Media Audiences  
KWB105 Film and Television Scriptwriting

**Year 3, Semester 2**

KKB175 Creative Industries Legal Issues  
KPB202 Film and Television Business Skills:

Entrepreneurship and Investment

KKB010 Cultures and Creativity

KKB018 Creative Industries

**Year 4, Semester 1**

KPB302 Project Development and Script Editing for Television

KPB303 Critical Thinking About Television

**Creative Industries Sub-Majors and Minors**

**Art and Visual Culture**

Introductory Units

**Year 4, Semester 2**

Creative Industries Elective

KPB304 Television Practice

KVB102 Modernism

KVB103 Australian Art

Subsequent Units À required unit plus any 3 to complete sub-major; or required unit plus any other unit to complete minor

**Course structure for Visual Arts major**

**Year 1, Semester 1**

Creative Industries Core Unit

KVB100 Research and Creativity in the Visual Arts

KVB211 Post 1945 Art (required)

KVB108 Contemporary Asian Visual Culture

KVB110 2D Media and Processes

KVB111 3D Media and Processes

**Year 1, Semester 2**

Creative Industries Core Unit

KVB104 Photomedia and Artistic Practice

KVB304 Contemporary Art Issues

KVB306 Video Art and Culture

**Art History, Architecture and Design**

Introductory Units

**Year 2, Semester 1**

KVB102 Modernism

KVB110 2D Media and Processes

KVB102 Modernism

KVB211 Post 1945 Art

Subsequent Units À both required units plus any 2 to complete sub-major; or both required units to complete minor. KK33 (Visual Arts) and KK34 (Visual Arts) students can complete a minor comprising DEB102, DAB420, DAB325 and DAB525.

**Year 2, Semester 2**

Creative Industries Elective

KVB111 3D Media and Processes

DEB102 Introducing Design History

DAB420 Architecture, Culture and Space (required) (from 2007)

DAB325 Architecture in the 20th Century (from 2007)

DAB525 Architecture and the City (from 2008)

KVB212 Australian Art, Architecture and Design

KVB307 Theories of Spatial Culture

**Year 3, Semester 1**

KVB200 Exhibition and Display in the Visual Arts

KVB202 Visual Imaging - Process and Theory

**Year 3, Semester 2**

KVB103 Australian Art

KVB211 Post 1945 Art

**Year 4, Semester 1**

Creative Industries Elective

KVB212 Australian Art, Architecture and Design  
OR

KVB304 Contemporary Art Issues

**Communication**

Introductory Units

KCB101 Communication in the New Economy

KCB103 Strategic Speech Communication

Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor

**Year 4, Semester 2**

KVB306 Video Art and Culture

KVB108 Contemporary Asian Visual Culture  
OR

KVB307 Theories of Spatial Culture

KWB102 Media Writing

OR

KWB106 Corporate Writing and Editing

KCB104 Media and Communications Industries

KCB105 Media and Communication Research Methods

KCB302 Political Communication

KKB004 Indigenous Creative Industries

**Creative Industries Core Units**

KKB007 Introduction to Multimedia Technology

KKB008 Narrative in the Creative Industries

KKB009 Writing for Creative Industries

**Creative and Professional Writing**

Introductory Units



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KWB101	Introduction to Creative Writing	KFB103	Introduction to Fashion Design
KWB204	Creative Non-Fiction: Life Writing Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor	KFB105	Fashion and Modernity Subsequent Units À both required units plus any 2 to complete sub-major; or both required units to complete minor
KWB102	Media Writing	KVB212	Australian Art, Architecture and Design (required)
KWB103	Persuasive Writing	KFB203	Fashion, Art and the Body (required)
KWB104	Creative Writing: The Short Story	KCB203	Consumer Cultures
KWB106	Corporate Writing and Editing	KFB205	Fashion and Style Journalism
KWB107	Introduction to Creative Non-Fiction	KVB104	Photomedia and Artistic Practice
KWB206	Youth and Children's Writing	KVB108	Contemporary Asian Visual Culture
<b>Creative Industries Management</b>		<b>Indigenous Studies</b>	
	Introductory Units		Introductory Units
BSB126	Marketing	HHB123	Indigenous Australian Culture Studies
KTB207	Staging Australia Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor	KWB007	Indigenous Writing Subsequent Units À choose required unit plus any 3 to complete sub-major; or required unit plus any other unit to complete minor
BSB115	Management, People and Organisations	KKB004	Indigenous Creative Industries
KTB061	Creative Industries Management	HHB255	Indigenous Politics And Political Culture
KTB062	Creative Industries Events and Festivals	HHB210	Indigenous Australia: Country, Kin And Culture
KTB104	Performance Innovation	EDB007	Culture Studies: Indigenous Education
KTB306	Directing for Events and Festivals	JSB352	Indigenous Justice
MGB223	Creating New Enterprises	HHB276	Indigenous Knowledge: Research Ethics and Protocols
<b>Dance</b>		<b>Interaction Design</b>	
	Introductory Units		Introductory Units
KDB109	Funk, Tap and all that Jazz	KIB101	Foundations of Communication Design 1
KDB110	Deconstructing Dance in History Subsequent Units À choose all 4 to complete sub-major; or any 2 to complete minor	KIB102	Foundations of Communication Design 2 Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor
KDB105	Architecture of the Body	KIB103	Media Technology 1
KDB106	Dance Analysis	KIB104	Media Technology 2
KDB108	World Dance	KIB105	Animation and Motion Graphics
KDB204	Australian Dance	KIB108	Animation Practices
<b>Digital Media</b>		KIB210	Design Studio 1: Interaction Design
	Introductory Units	<b>Journalism</b>	
KCB102	Media and Society: From Printing Press to Internet		Introductory Units
KCB202	New Media Technologies Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor	KJB101	Journalism Information Systems
KCB201	Virtual Cultures	KJB120	Newswriting Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor
KCB203	Consumer Cultures	KFB205	Fashion and Style Journalism
KIB101	Foundations of Communication Design 1	KJB121	Journalistic Inquiry
KIB103	Media Technology 1	KJB224	Feature Writing
KPB106	Australian Television	KJB239	Journalism Ethics and Issues
KVB306	Video Art and Culture	KJB280	International Journalism
<b>Fashion, Art and Communication</b>		KJB337	Public Affairs Reporting
	Introductory Units		

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### Literary and Cultural Studies

	Introductory Units
KWB001	Introduction to Literary Theory and Cultural Studies
KWB002	Ozlit
	Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor
KWB003	Modern Times (Literature and Culture in the 20th Century)
KWB004	Shakespeare, Then and Now
KWB005	Wonderlands: Literature and Culture in the 19th Century
KWB006	Popular Fictions, Popular Culture
KWB103	Persuasive Writing
KWB206	Youth and Children's Writing

### Music and Sound Studies

	Introductory Units
KMB003	Sex Drugs Rock 'n' roll
KMB107	Sound and Image
	Subsequent Units À choose any 4 to complete sub-major; or both required units to complete minor
KMB002	Music and Spirituality
KMB004	World Music
KMB007	Introductory Ensemble
KMB104	Introductory Musicianship
KMB105	Music and Sound Technology
KMB108	Sound Recording and Acoustics
KMB204	Music and Sound Textures

### Performance Studies

	Introductory Units
KTB101	20th Century Performance
KTB104	Performance Innovation
	Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor
KTB102	Process Drama
KTB103	Performing Skills 1: Body and Voice and Role
KTB106	Performing Skills 2: Style and Form
KTB204	Understanding Performance
KTB207	Staging Australia
KTB209	Applied Performance

### Screen Studies

	Introductory Units
KPB103	Film Genres
KPB108	Media Text Analysis
	Subsequent Units À choose all 4 to complete sub-major; or any 2 to complete minor
KPB102	Film History

KPB203	Australian Film
KPB205	Documentary Theory and Practice
KPB206	International Cinema

### Television

	Introductory Units
KPB106	Australian Television
KPB101	Foundations of Film and Television Production
	Subsequent Units À choose all 4 to complete sub-major; or any 2 to complete minor
KPB105	Narrative Production
KPB107	Television Genres
KPB303	Critical Thinking About Television
KPB104	Film and Television Production Resource Management

### Advertising

	Introductory Units
BSB126	Marketing
AMB220	Advertising Theory and Practice
	Subsequent Units À choose all 4 to complete sub-major; or both required units to complete minor
AMB222	Media Planning
AMB221	Advertising Copywriting
AMB200	Consumer Behaviour
AMB320	Advertising Management

### Entrepreneurship

	Introductory Units
BSB126	Marketing
BSB115	Management, People and Organisations
	Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor
AMB202	Integrated Marketing Communication
AMB251	Innovation and Market Development
BSB212	Electronic Business Applications
MGB218	Venture Skills
MGB223	Creating New Enterprises

### Public Relations

	Introductory Units
BSB126	Marketing
AMB260	Public Relations Theory and Practice
	Subsequent Units À choose all 4 to complete sub-major; or both required units to complete minor
AMB261	Media Relations and Publicity
AMB262	Public Relations Writing
AMB201	Marketing and Audience Research
AMB361	Public Relations Campaigns

**Creative Industries Faculty Undergraduate Open**

## BUSINESS

### Electives

#### Creative Industries Faculty Undergraduate Open Electives

These unit offerings are current at the time of publication but are subject to change.

Creative Industries students may choose elective units from the following list OR from outside the Faculty area subject to the following guidelines:

\* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen sub-major area.

\* you must obey any elective rules as set out in your course requirements

\* you must have successfully completed any pre/co-requisite units applicable

\* the offering of elective units is subject to sufficient student enrolment numbers and staff availability

\* some units are subject to quota restrictions

#### Semester 1

	Media & Communication Discipline
KCB101	Communication in the New Economy
KCB102	Media and Society: From Printing Press to Internet
KCB103	Strategic Speech Communication
KCB201	Virtual Cultures
KCB302	Political Communication
	Dance Discipline
KDB105	Architecture of the Body
KDB108	World Dance
KDB110	Deconstructing Dance in History
	Fashion Discipline
KFB103	Introduction to Fashion Design
	Journalism Discipline
KJB101	Journalism Information Systems
KJB120	Newsriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing
KJB239	Journalism Ethics and Issues
	Faculty
KKB004	Indigenous Creative Industries
KKB290	Supervised Group Project
KKB357	Independent Study
KKB320	Workplace Learning
KKB330	Workplace Learning
KKB340-1	Workplace Learning
KKB340-2	Workplace Learning
	Music & Sound Discipline
KMB003	Sex Drugs Rock 'n' roll
KMB004	World Music

KMB104	Introductory Musicianship
KMB105	Music and Sound Technology
KMB108	Sound Recording and Acoustics
KMB204	Music and Sound Textures
	Film & Television Discipline
KPB102	Film History
KPB106	Australian Television
KPB108	Media Text Analysis
KPB203	Australian Film
KPB303	Critical Thinking About Television
	Performance Studies Discipline
KTB061	Creative Industries Management
KTB062	Creative Industries Events and Festivals
KTB101	20th Century Performance
KTB204	Understanding Performance
KTB306	Directing for Events and Festivals
	Visual Arts Discipline
KVB102	Modernism
KVB104	Photomedia and Artistic Practice
KVB110	2D Media and Processes
KVB212	Australian Art, Architecture and Design
KVB304	Contemporary Art Issues
	Creative Writing & Cultural Studies Discipline
KWB001	Introduction to Literary Theory and Cultural Studies
KWB003	Modern Times (Literature and Culture in the 20th Century)
KWB005	Wonderlands: Literature and Culture in the 19th Century
KWB101	Introduction to Creative Writing
KWB102	Media Writing
KWB103	Persuasive Writing
KWB104	Creative Writing: The Short Story
KWB105	Film and Television Scriptwriting
KWB107	Introduction to Creative Non-Fiction

#### Semester 2

	Media & Communication Discipline
KCB101	Communication in the New Economy
KCB103	Strategic Speech Communication
KCB104	Media and Communications Industries
KCB105	Media and Communication Research Methods
KCB202	New Media Technologies
KCB203	Consumer Cultures
	Dance Discipline
KDB106	Dance Analysis
KDB109	Funk, Tap and all that Jazz
KDB204	Australian Dance
	Faculty

## BUSINESS

KKB004	Indigenous Creative Industries
KKB290	Supervised Group Project
KKB357	Independent Study
KKB320	Workplace Learning
KKB330	Workplace Learning
KKB340-1	Workplace Learning
KKB340-2	Workplace Learning Fashion Discipline
KFB105	Fashion and Modernity Journalism Discipline
KJB101	Journalism Information Systems
KJB120	Newsriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing
KJB280	International Journalism
KJB337	Public Affairs Reporting Music & Sound Discipline
KMB002	Music and Spirituality
KMB007	Introductory Ensemble
KMB105	Music and Sound Technology
KMB107	Sound and Image
KMB108	Sound Recording and Acoustics Film & Television Discipline
KPB103	Film Genres
KPB104	Film and Television Production Resource Management
KPB107	Television Genres
KPB205	Documentary Theory and Practice
KPB206	International Cinema Performance Studies Discipline
KTB062	Creative Industries Events and Festivals
KTB104	Performance Innovation
KTB207	Staging Australia Visual Arts Discipline
KVB103	Australian Art
KVB104	Photomedia and Artistic Practice
KVB108	Contemporary Asian Visual Culture
KVB211	Post 1945 Art
KVB306	Video Art and Culture
KVB307	Theories of Spatial Culture Creative Writing & Cultural Studies Discipline
KWB002	Ozlit
KWB004	Shakespeare, Then and Now
KWB006	Popular Fictions, Popular Culture
KWB007	Indigenous Writing
KWB102	Media Writing
KWB104	Creative Writing: The Short Story
KWB105	Film and Television Scriptwriting

KWB106	Corporate Writing and Editing
KWB204	Creative Non-Fiction: Life Writing
KWB206	Youth and Children's Writing

### NOTES:

\* Only one Workplace Learning unit may be completed

\* KKB290, KKB357, KKB320, KKB330, KKB340-1 and KKB340-2 are only available to students enrolled in Creative Industries courses.

### Potential Careers:

Academic, Actor, Administrator, Advertising Professional, Animator, Art Writer, Artist, Arts Administrator, Banking and Finance Professional, Choreographer, Composer, Computer Games Developer, Creative Writer, Curator, D.J, Dance Teacher, Dancer, Digital Composer, Educator, Film Composer, Film/Television Producer, Government Officer, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Journalist, Market Research Manager, Marketing Officer/Manager, Media Industry Specialist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Organisational Communication Specialist, Policy Officer, Post-production specialist, Public Relations Officer/Consultant, Publishing Professional, Recording Engineer, Song Writer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Stage Manager, Theatre Professionals, Visual Artist, Web Designer.

## **Bachelor of Business / Bachelor of Fine Arts (Fashion) (IX35)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059597A

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: Full fee tuition \$15,360; CSP \$6,054

**International Fees (per semester):** 2007: \$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 409632

**Past rank cut-off:** Admission to course is based on Additional Entry Requirements in addition to an OP/rank. Please refer to Additional Entry Requirements.

**Past OP cut-off:** Admission to course is based on Additional Entry Requirements in addition to an OP/rank. Please refer to Additional Entry Requirements.

**Assumed knowledge:** English (4, SA) and for accountancy, banking and finance, economics, and marketing majors, Maths A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 384

**Standard credit points per full-time semester:** 48

**Course coordinator:** Head, Undergraduate Studies [ugenq.ci@qut.edu.au](mailto:ugenq.ci@qut.edu.au) (Creative Industries); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Wendy Armstrong (Fashion); Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point and Kelvin Grove

### **Additional Entry Requirements**

Applicants are selected on the basis of their portfolio, interview and previous academic achievement. The due date to lodge a portfolio and additional materials to QUT was 20 October 2006. Late submissions will not be accepted.

### **OP Guarantee**

The OP Guarantee does not apply to this course.

### **General**

If you're interested in a career in the fashion industry, maximise your career options by adding studies in business. This course consists of 16 creative industries units, where you will major in fashion, and 16 business units. The

program is integrated so that you will study both creative industries and business units in each semester. You will gain a broad base of business knowledge and choose a business major from accounting, advertising, banking and finance, economics, human resource management, international business, management, marketing or public relations. Your business degree will give you a broad base of commercial knowledge as well as the opportunity to major in a specific business area. This understanding of business makes you more attractive to employers, even if you wish to work predominantly as a fashion designer. You will also develop the entrepreneurial skills necessary to sell your abilities within your chosen industry, and perhaps start your own business.

You develop creative and design skills in fashion with a special emphasis on new technology applications. The course centres on the development of apparel design and production skills in a studio setting. Students progressively apply Computer-Aided Design (CAD) skills to the processes of design during their second year. CAD work includes current and emerging applications in 2D and 3D, customisation, and digital textile printing.

In your final year, you are showcased to industry in the graduation fashion show, and also undertake an industry internship.

Elective studies allow you to develop your work in various directions including textile printing, cross media design applications, fashion journalism and photography.

### **Career Outcomes**

Opportunities in the fashion industry include fashion merchandising and marketing, fashion event management, or becoming a stylist. Options that use your business knowledge more include working behind the scenes in large fashion houses. Depending on your business major, you could help promote, manage or balance the books.

### **Professional Recognition**

Depending on your choice of business major, you may be eligible for professional recognition. Please refer to the Faculty of Business prospectus for details on your intended business major.

### **Course Design**

This course is made up of 384 credit points. Each component (i.e. Business and Fashion) comprises 192 credit points.

### **Deferment**

QUT's deferment policy does not apply to this course.

### **Domestic student tuition fee (Dfee) places**

**Undergraduate domestic full fee places (Dfee) are not available in this course.** Tuition fees are only applicable to currently enrolled students who were unable to comply regulations regarding their original Commonwealth Supported place (i.e. failure to lodge an eCAF, has consumed of other their Student Learning Entitlement etc.) and who have been invited and accepted to continue as a

fee-paying student.

**Course structure**

**Year 1, Semester 1**

Creative Industries Core Unit  
 KFB103 Introduction to Fashion Design  
 Business Faculty Core Unit  
 Business Faculty Core Unit

**Year 1, Semester 2**

Creative Industries Core Unit  
 KFB105 Fashion and Modernity  
 Business Faculty Core Unit  
 Business Faculty Core Unit

**Year 2, Semester 1**

Creative Industries Elective  
 KFB101 Design Studio 1  
 Business Faculty Core Unit  
 Business Faculty Core Unit

**Year 2, Semester 2**

KCB203 Consumer Cultures  
 KFB102 Design Studio 2  
 Business Faculty Core Unit  
 Business Faculty Core Unit

**Year 3, Semester 1**

Creative Industries Elective  
 KFB200 Design Studio 3  
 Business Faculty Major Unit  
 Business Faculty Major Unit

**Year 3, Semester 2**

KFB202 Design Studio 4  
 KKB341 Workplace Learning 1  
 Business Faculty Major Unit  
 Business Faculty Major Unit

**Year 4, Semester 1**

KFB301 Design Studio 5  
 KFB303 Applied Planning  
 Business Faculty Major Unit  
 Business Faculty Major Unit

**Year 4, Semester 2**

KFB302 Design Studio 6  
 Business Faculty Major Unit  
 Business Faculty Major Unit

**Public Relations Major**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
 BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
 BSB113 Economics

**Year 3 Semester 1**

AMB201 Marketing and Audience Research  
 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  
 AMB370 Public Relations Cases

**Year 4 Semester 2**

AMB361 Public Relations Campaigns  
 AMB371 Corporate Communication Strategies

**Accountancy Major**

**Year 1 Semester 1**

BSB110 Accounting  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB114 Government, Business and Society

**Year 2 Semester 1**

BSB111 Business Law and Ethics  
 BSB113 Economics

**Year 2 Semester 2**

AYB121 Financial Accounting  
 AYB223 Law of Business Associations

**Year 3 Semester 1**

AYB225 Management Accounting  
 AYB220 Company Accounting

## BUSINESS

### Year 3 Semester 2

AYB221 Computerised Accounting Systems  
AYB325 Taxation Law

### Year 4 Semester 1

AYB301 Auditing  
AYB311 Financial Accounting Issues  
or  
AYB321 Strategic Management Accounting

### Year 4 Semester 2

EFB101 Data Analysis for Business  
EFB210 Finance 1

### Electronic Business Major

#### Year 1 Semester 1

BSB115 Management, People and Organisations  
BSB119 International and Electronic Business

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

#### Year 2 Semester 2

BSB113 Economics  
BSB122 Quantitative Analysis and Finance

#### Year 3 Semester 1

BSB212 Electronic Business Applications  
ITB233 Enterprise Systems Applications

#### Year 3 Semester 2

BSB213 Governance Issues in E-Business  
ITB823 Web Sites For Electronic Commerce

#### Year 4 Semester 1

MGB334 Managing in a Changing Environment  
AYB221 Computerised Accounting Systems

#### Year 4 Semester 2

ITB239 Enterprise Data Mining  
BSB314 E-Business Intelligence

### Banking and Finance Major

#### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

### Year 2 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

### Year 3 Semester 1

EFB101 Data Analysis for Business  
EFB210 Finance 1

### Year 3 Semester 2

EFB102 Economics 2  
EFB307 Finance 2

### Year 4 Semester 1

EFB200 Applied Regression Analysis  
EFB318 Portfolio and Security Analysis

### Year 4 Semester 2

EFB312 International Finance  
EFB201 Financial Markets

### Economics Major

#### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting  
EFB102 Economics 2

#### Year 2 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

#### Year 3 Semester 1

EFB211 Firms, Markets and Resources  
EFB202 Business Cycles and Economic Growth

#### Year 3 Semester 2

EFB101 Data Analysis for Business  
EFB328 Public Economics and Finance

**Year 4 Semester 1**

BSB111 Business Law and Ethics  
 EFB200 Applied Regression Analysis

**Year 4 Semester 2**

EFB329 Contemporary Applications of Economics Theory  
 EFB314 International Trade and Economic Competitiveness

**Human Resource Management Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB207 Human Resource Issues and Strategy  
 MGB220 Management Research Methods

**Year 3 Semester 2**

MGB211 Organisational Behaviour  
 HRM Option Unit

**Year 4 Semester 1**

MGB221 Performance and Reward  
 HRM Option Unit

**Year 4 Semester 2**

MGB320 Recruitment and Selection  
 MGB331 Training and Development

**HRM Option Unit List:**

MGB201 The Legal Context of Employment Relations  
 MGB209 Occupational Health and Safety Management  
 MGB224 Australian Industrial Relations  
 MGB304 Human Resource Information Management  
 MGB305 Human Resource Management Strategy and Policy  
 MGB314 Organisational Consulting and Change  
 MGB315 Personal and Professional Development  
 MGB325 Advanced Practice in Training and

Development

HRM students must choose two from the above list (one must be a Level 3 unit).

**Management Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB220 Management Research Methods  
 MGB222 Managing Organisations

**Year 3 Semester 2**

MGB210 Production and Service Management  
 MGB211 Organisational Behaviour

**Year 4 Semester 1**

MGB334 Managing in a Changing Environment  
 Management Option Unit

**Year 4 Semester 2**

MGB309 Strategic Management  
 Management Option Unit

**Management Option Unit List:**

MGB216 Managing Technological Innovation in Global Business  
 MGB218 Venture Skills  
 MGB223 Creating New Enterprises  
 MGB312 Negotiation Skills  
 MGB315 Personal and Professional Development  
 MGB335 Project Management

Management students must choose three from the above list (one must be a Level 3 unit).

**Marketing Major**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing



## BUSINESS

### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

### Year 2 Semester 1

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

### Year 3 Semester 1

AMB200 Consumer Behaviour  
AMB240 Marketing Planning and Management

### Year 3 Semester 2

AMB201 Marketing and Audience Research  
AMB241 E-Marketing Strategies

### Year 4 Semester 1

AMB340 Services Marketing  
AMB202 Integrated Marketing Communication

### Year 4 Semester 2

AMB341 Strategic Marketing  
AMB352 Marketing Decision Making  
or  
IBB213 International Marketing

### International Business Major

#### Year 1 Semester 1

BSB119 International and Electronic Business  
BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
BSB122 Quantitative Analysis and Finance

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

#### Year 3 Semester 1

IBB202 Fundamentals of International Finance  
IBB217 Asian Business Development  
or  
IBB208 European Business Development

### Year 3 Semester 2

IBB210 Export Management  
IBB317 Contemporary Business in Asia  
or  
IBB308 Contemporary Business in Europe

### Year 4 Semester 1

IBB213 International Marketing  
IBB205 Cross-Cultural Communication and Negotiation

### Year 4 Semester 2

IBB300 International Business Strategy  
IBB303 International Logistics

### Advertising Major

#### Year 1 Semester 1

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

#### Year 3 Semester 1

AMB200 Consumer Behaviour  
AMB220 Advertising Theory and Practice

#### Year 3 Semester 2

AMB221 Advertising Copywriting  
AMB222 Media Planning

#### Year 4 Semester 1

AMB320 Advertising Management  
AMB330 Advertising Strategy and Planning

#### Year 4 Semester 2

AMB321 Advertising Campaigns  
AMB202 Integrated Marketing Communication

### Creative Industries Core Units

KKB007 Introduction to Multimedia Technology  
KKB008 Narrative in the Creative Industries  
KKB009 Writing for Creative Industries

- KKB010 Cultures and Creativity
- KKB018 Creative Industries
- \* KKB007 and KKB009 are recommended for first year students.
- \*\* KKB018 is not recommended for first year students until their second semester.

**Creative Industries Faculty Undergraduate Open Electives**

**Creative Industries Faculty Undergraduate Open Electives**

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting electives:

\* you must obey any elective rules as set out in your course requirements

\* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen sub-major area.

\* you must have successfully completed any pre/co-requisite units applicable

\* the offering of elective units is subject to sufficient student enrolment numbers and staff availability

\* some units are subject to quota restrictions

\* KK33, KK34, KJ32, KM32, IX07 and IX16 students ONLY are permitted to select electives from outside the Faculty of Creative Industries

**Semester 1**

- Media & Communication Discipline
- KCB101 Communication in the New Economy
- KCB102 Media and Society: From Printing Press to Internet
- KCB103 Strategic Speech Communication
- KCB201 Virtual Cultures
- KCB302 Political Communication
- Communication Design Discipline
- KIB201 Interactive Writing
- KIB108 Animation Practices
- Dance Discipline
- KDB105 Architecture of the Body
- KDB108 World Dance
- KDB110 Deconstructing Dance in History
- Fashion Discipline
- KFB103 Introduction to Fashion Design
- Journalism Discipline
- KJB101 Journalism Information Systems
- KJB120 Newswriting
- KJB121 Journalistic Inquiry
- KJB224 Feature Writing
- KJB239 Journalism Ethics and Issues

- Faculty
- KKB004 Indigenous Creative Industries
- KKB210 Computational Arts 1
- KKB290 Supervised Group Project
- KKB320 Workplace Learning
- KKB330 Workplace Learning
- KKB340-2 Workplace Learning
- KKB340-1 Workplace Learning
- KKB357 Independent Study
- Music & Sound Discipline
- KMB002 Music and Spirituality
- KMB003 Sex Drugs Rock 'n' roll
- KMB004 World Music
- KMB104 Music and Sound Skills
- KMB105 Music and Sound Technology
- KMB107 Sound, Image, Text
- KMB108 Sound Recording and Acoustics
- Film & Television Discipline
- KPB102 Film History
- KPB106 Australian Television
- KPB108 Media Text Analysis
- KPB203 Australian Film
- KPB303 Critical Thinking About Television
- Performance Studies Discipline
- KTB061 Creative Industries Management
- KTB062 Creative Industries Events and Festivals
- KTB101 20th Century Performance
- KTB204 Understanding Performance
- KTB306 Directing for Events and Festivals
- Visual Arts Discipline
- KVB102 Modernism
- KVB104 Photomedia and Artistic Practice
- KVB110 2D Media and Processes
- KVB212 Australian Art, Architecture and Design
- KVB304 Contemporary Art Issues
- Creative Writing & Cultural Studies Discipline
- KWB001 Introduction to Literary Theory and Cultural Studies
- KWB003 Modern Times (Literature and Culture in the 20th Century)
- KWB005 Wonderlands: Literature and Culture in the 19th Century
- KWB101 Introduction to Creative Writing
- KWB102 Media Writing
- KWB103 Persuasive Writing
- KWB104 Creative Writing: The Short Story
- KWB105 Film and Television Scriptwriting
- KWB107 Introduction to Creative Non-Fiction

## BUSINESS

KWB207	Great Books: The Literary Classics		Performance Studies Discipline
<b>Semester 2</b>		KTB062	Creative Industries Events and Festivals
	Media & Communication Discipline	KTB104	Performance Innovation
KCB101	Communication in the New Economy	KTB207	Staging Australia
KCB103	Strategic Speech Communication		Visual Arts Discipline
KCB104	Media and Communications Industries	KVB103	Australian Art
KCB105	Media and Communication Research Methods	KVB104	Photomedia and Artistic Practice
KCB202	New Media Technologies	KVB108	Contemporary Asian Visual Culture
KCB203	Consumer Cultures	KVB211	Post 1945 Art
	Communication Design Discipline	KVB306	Video Art and Culture
KIB202	Enabling Immersion	KVB307	Theories of Spatial Culture
	Dance Discipline		Creative Writing & Cultural Studies Discipline
KDB106	Dance Analysis	KWB002	Ozlit
KDB109	Funk, Tap and all that Jazz	KWB004	Shakespeare, Then and Now
KDB204	Australian Dance	KWB006	Popular Fictions, Popular Culture
	Faculty	KWB007	Indigenous Writing
KKB290	Supervised Group Project	KWB102	Media Writing
KKB211	Computational Arts 2	KWB104	Creative Writing: The Short Story
KKB320	Workplace Learning	KWB105	Film and Television Scriptwriting
KKB330	Workplace Learning	KWB106	Corporate Writing and Editing
KKB340-1	Workplace Learning	KWB204	Creative Non-Fiction: Life Writing
KKB340-2	Workplace Learning	KWB206	Youth and Children's Writing
KKB357	Independent Study		
	Fashion Discipline	<b>NOTES:</b>	
KFB105	Fashion and Modernity	* Only one Workplace Learning unit may be completed	
	Journalism Discipline	* KKB290, KKB357, KKB320, KKB330, KKB340-1 and KKB340-2 are only available to students enrolled in Creative Industries courses.	
KJB101	Journalism Information Systems		
KJB120	Newsriting		
KJB121	Journalistic Inquiry		
KJB224	Feature Writing		
KJB280	International Journalism		
KJB337	Public Affairs Reporting		
	Music & Sound Discipline		
KMB002	Music and Spirituality		
KMB003	Sex Drugs Rock 'n' roll		
KMB004	World Music		
KMB007	Introductory Ensemble		
KMB105	Music and Sound Technology		
KMB107	Sound, Image, Text		
KMB108	Sound Recording and Acoustics		
	Film & Television Discipline		
KPB103	Film Genres		
KPB104	Film and Television Production Resource Management		
KPB107	Television Genres		
KPB205	Documentary Theory and Practice		
KPB206	International Cinema		

### Potential Careers:

Academic, Account Executive, Accountant, Administrator, Advertising Professional, Artist, Banker, Banking and Finance Professional, Economist, Fashion Designer, Fashion Professional, Film/Television Producer, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Manager, Market Research Manager, Marketing Officer/Manager, Public Relations Officer/Consultant, Theatre Professionals, Visual Artist.

## Bachelor of Business / Bachelor of Journalism (IX36)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059598M

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$15360

**International Fees (per semester):** 2007: \$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 409172; Dfee: 409176

**Past rank cut-off:** 92. Dfee places were not offered last year.

**Past OP cut-off:** 5. Dfee places were not offered last year.

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and for accountancy, banking and finance, economics, and marketing majors, Maths A, B or C (4, SA)

**Preparatory studies:** ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 384

**Standard credit points per full-time semester:** 48

**Course coordinator:** Head, Undergraduate Studies [ugenq.ci@qut.edu.au](mailto:ugenq.ci@qut.edu.au) (Creative Industries); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr Leo Bowman (Journalism); Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point and Kelvin Grove

### Overview

This four year professional course links Journalism with business studies and is the choice of about one-third of commencing journalism students. In addition to the all-media journalism subjects, students cover a broad range of business subjects.

### Career Outcomes

Graduates may find employment as Accountants, Advertising Professionals, Banking and Finance Consultants, Economists, Human Resource Managers, International Business Specialists, Managers, Marketing Officers, Public Relations Officers. Journalism graduates are prepared for careers in both print and broadcast journalism, and opportunities also exist to become press secretaries and media officers.

### Professional Recognition

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

\*Accountancy: CPA Australia (associate membership & enrolment in the CPA Program), Institute of Chartered Accountants in Australia (ICAA)(enrolment in the CA Program).

\*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association and the Queensland Commercial Radio Association;

\*Banking and Finance: Australasian Institute of Banking and Finance (AIBF).

\*Economics: Economic Society of Australia (Queensland Division).

\*Human Resource Management - Australian Human Resources Institute, Australian Institute of Training and Development, Australian Institute of Management;

\*International Business - Australian Institute of Export;

\*Management - Australian Institute of Management;

\*Marketing: Australian Marketing Institute, Market Research Society of Australia, Australian Institute of Management, Australian Institute of Export (Qld) Ltd, American Marketing Association.

\*Public Relations - Public Relations Institute of Australia.

\* Some may depend on units completed.

The Journalism degree is recognised by the Australian Journalists Association section of the Media Entertainment and Arts Alliance.

### Course Design

This course is made up of 384 credit points. Each component (i.e. Business and Journalism) comprises 192 credit points.

The Business component is made up of 96 credit points of Faculty core units and 96 credit points of units from a Business major.

The Business majors are accountancy, advertising, banking and finance, economics, electronic business, human resource management, international business, management, marketing, public relations.

### Deferment

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

Find out more on deferment.

### Domestic student tuition fee (Dfee) places

Undergraduate domestic full fee places (Dfee) are available in this course.

Find out more on Dfee.

### Course structure

Year 1, Semester 1

## BUSINESS

KJB120 Creative Industries Core Unit  
 Newswriting  
 Business Faculty Core Unit  
 Business Faculty Core Unit

### Year 1, Semester 2

KJB101 Creative Industries Core Unit  
 Journalism Information Systems  
 Business Faculty Core Unit  
 Business Faculty Core Unit

### Year 2, Semester 1

KJB121 Journalistic Inquiry  
 KPB101 Foundations of Film and Television Production  
 Business Faculty Core Unit  
 Business Faculty Core Unit

### Year 2, Semester 2

KJB224 Feature Writing  
 KJB232 Radio and Television Journalism 1  
 Business Faculty Core Unit  
 Business Faculty Core Unit

### Year 3, Semester 1

KJB322 Desktop Publishing And Editing  
 KJB338 Radio and Television Journalism 2  
 Business Faculty Major Unit  
 Business Faculty Major Unit

### Year 3, Semester 2

KJB303 News Production  
 KKB175 Creative Industries Legal Issues  
 Business Faculty Major Unit  
 Business Faculty Major Unit

### Year 4, Semester 1

KJB239 Creative Industries Elective  
 Journalism Ethics and Issues  
 Business Faculty Major Unit  
 Business Faculty Major Unit

### Year 4, Semester 2

Creative Industries Elective  
 Choose one of the following two units:  
 KJB280 International Journalism  
 KJB337 Public Affairs Reporting  
 Business Faculty Major Unit  
 Business Faculty Major Unit

### Advertising Major

#### Year 1 Semester 1

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting  
 BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
 BSB113 Economics

#### Year 3 Semester 1

AMB200 Consumer Behaviour  
 AMB220 Advertising Theory and Practice

#### Year 3 Semester 2

AMB221 Advertising Copywriting  
 AMB222 Media Planning

#### Year 4 Semester 1

AMB320 Advertising Management  
 AMB330 Advertising Strategy and Planning

#### Year 4 Semester 2

AMB321 Advertising Campaigns  
 AMB202 Integrated Marketing Communication

### Public Relations Major

#### Year 1 Semester 1

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting  
 BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
 BSB113 Economics

#### Year 3 Semester 1

AMB201 Marketing and Audience Research  
 AMB260 Public Relations Theory and Practice

#### Year 3 Semester 2

## BUSINESS

AMB261 Media Relations and Publicity  
AMB262 Public Relations Writing

### Year 4 Semester 1

AMB360 Corporate Communication Management  
AMB370 Public Relations Cases

### Year 4 Semester 2

AMB361 Public Relations Campaigns  
AMB371 Corporate Communication Strategies

## Accountancy Major

### Year 1 Semester 1

BSB110 Accounting  
BSB115 Management, People and Organisations

### Year 1 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB114 Government, Business and Society

### Year 2 Semester 1

BSB111 Business Law and Ethics  
BSB113 Economics

### Year 2 Semester 2

AYB121 Financial Accounting  
AYB223 Law of Business Associations

### Year 3 Semester 1

AYB225 Management Accounting  
AYB220 Company Accounting

### Year 3 Semester 2

AYB221 Computerised Accounting Systems  
AYB325 Taxation Law

### Year 4 Semester 1

AYB301 Auditing  
AYB311 Financial Accounting Issues  
or  
AYB321 Strategic Management Accounting

### Year 4 Semester 2

EFB101 Data Analysis for Business  
EFB210 Finance 1

## Management Major

### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

### Year 2 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

### Year 3 Semester 1

MGB220 Management Research Methods  
MGB222 Managing Organisations

### Year 3 Semester 2

MGB210 Production and Service Management  
MGB211 Organisational Behaviour

### Year 4 Semester 1

MGB334 Managing in a Changing Environment  
Management Option Unit

### Year 4 Semester 2

MGB309 Strategic Management  
Management Option Unit

### Management Option Unit List:

MGB216 Managing Technological Innovation in Global Business  
MGB218 Venture Skills  
MGB223 Creating New Enterprises  
MGB312 Negotiation Skills  
MGB315 Personal and Professional Development  
MGB335 Project Management

Management students must choose three from the above list (one must be a Level 3 unit).

## Electronic Business Major

### Year 1 Semester 1

BSB115 Management, People and Organisations  
BSB119 International and Electronic Business

### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

### Year 2 Semester 2

BSB113 Economics

BSB122 Quantitative Analysis and Finance

**Year 3 Semester 1**

BSB212 Electronic Business Applications

ITB233 Enterprise Systems Applications

**Year 3 Semester 2**

BSB213 Governance Issues in E-Business

ITB823 Web Sites For Electronic Commerce

**Year 4 Semester 1**

MGB334 Managing in a Changing Environment

AYB221 Computerised Accounting Systems

**Year 4 Semester 2**

ITB239 Enterprise Data Mining

BSB314 E-Business Intelligence

**Marketing Major**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting

BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society

BSB119 International and Electronic Business

**Year 2 Semester 2**

BSB111 Business Law and Ethics

BSB113 Economics

**Year 3 Semester 1**

AMB200 Consumer Behaviour

AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research

AMB241 E-Marketing Strategies

**Year 4 Semester 1**

AMB340 Services Marketing

AMB202 Integrated Marketing Communication

**Year 4 Semester 2**

AMB341 Strategic Marketing

AMB352 Marketing Decision Making

or

IBB213 International Marketing

**Banking and Finance Major**

**Year 1 Semester 1**

BSB113 Economics

BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society

BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting

BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance

BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB101 Data Analysis for Business

EFB210 Finance 1

**Year 3 Semester 2**

EFB102 Economics 2

EFB307 Finance 2

**Year 4 Semester 1**

EFB200 Applied Regression Analysis

EFB318 Portfolio and Security Analysis

**Year 4 Semester 2**

EFB312 International Finance

EFB201 Financial Markets

**Economics Major**

**Year 1 Semester 1**

BSB113 Economics

BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society

BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting

EFB102 Economics 2

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance

BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB211 Firms, Markets and Resources

EFB202 Business Cycles and Economic Growth

**Year 3 Semester 2**

EFB101 Data Analysis for Business  
EFB328 Public Economics and Finance

**Year 4 Semester 1**

BSB111 Business Law and Ethics  
EFB200 Applied Regression Analysis

**Year 4 Semester 2**

EFB329 Contemporary Applications of Economics Theory  
EFB314 International Trade and Economic Competitiveness

**Human Resource Management Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB207 Human Resource Issues and Strategy  
MGB220 Management Research Methods

**Year 3 Semester 2**

MGB211 Organisational Behaviour  
HRM Option Unit

**Year 4 Semester 1**

MGB221 Performance and Reward  
HRM Option Unit

**Year 4 Semester 2**

MGB320 Recruitment and Selection  
MGB331 Training and Development

**HRM Option Unit List:**

MGB201 The Legal Context of Employment Relations  
MGB209 Occupational Health and Safety Management  
MGB224 Australian Industrial Relations  
MGB304 Human Resource Information Management

MGB305 Human Resource Management Strategy and Policy  
MGB314 Organisational Consulting and Change  
MGB315 Personal and Professional Development  
MGB325 Advanced Practice in Training and Development

HRM students must choose two from the above list (one must be a Level 3 unit).

**International Business Major**

**Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
BSB122 Quantitative Analysis and Finance

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 3 Semester 1**

IBB202 Fundamentals of International Finance  
IBB217 Asian Business Development  
or  
IBB208 European Business Development

**Year 3 Semester 2**

IBB210 Export Management  
IBB317 Contemporary Business in Asia  
or  
IBB308 Contemporary Business in Europe

**Year 4 Semester 1**

IBB213 International Marketing  
IBB205 Cross-Cultural Communication and Negotiation

**Year 4 Semester 2**

IBB300 International Business Strategy  
IBB303 International Logistics

**Creative Industries Core Units**

KKB007 Introduction to Multimedia Technology  
KKB008 Narrative in the Creative Industries  
KKB009 Writing for Creative Industries  
KKB010 Cultures and Creativity  
KKB018 Creative Industries



\* KKB007 and KKB009 are recommended for first year students.

\*\* KKB018 is not recommended for first year students until their second semester.

**Creative Industries Faculty Undergraduate Open Electives**

**Creative Industries Faculty Undergraduate Open Electives**

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting electives:

\* you must obey any elective rules as set out in your course requirements

\* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen sub-major area.

\* you must have successfully completed any pre/co-requisite units applicable

\* the offering of elective units is subject to sufficient student enrolment numbers and staff availability

\* some units are subject to quota restrictions

\* KK33, KK34, KJ32, KM32, IX07 and IX16 students ONLY are permitted to select electives from outside the Faculty of Creative Industries

**Semester 1**

	Media & Communication Discipline
KCB101	Communication in the New Economy
KCB102	Media and Society: From Printing Press to Internet
KCB103	Strategic Speech Communication
KCB201	Virtual Cultures
KCB302	Political Communication
	Communication Design Discipline
KIB201	Interactive Writing
KIB108	Animation Practices
	Dance Discipline
KDB105	Architecture of the Body
KDB108	World Dance
KDB110	Deconstructing Dance in History
	Fashion Discipline
KFB103	Introduction to Fashion Design
	Journalism Discipline
KJB101	Journalism Information Systems
KJB120	Newsriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing
KJB239	Journalism Ethics and Issues
	Faculty
KKB004	Indigenous Creative Industries

KKB210	Computational Arts 1
KKB290	Supervised Group Project
KKB320	Workplace Learning
KKB330	Workplace Learning
KKB340-2	Workplace Learning
KKB340-1	Workplace Learning
KKB357	Independent Study
	Music & Sound Discipline
KMB002	Music and Spirituality
KMB003	Sex Drugs Rock 'n' roll
KMB004	World Music
KMB104	Music and Sound Skills
KMB105	Music and Sound Technology
KMB107	Sound, Image, Text
KMB108	Sound Recording and Acoustics
	Film & Television Discipline
KPB102	Film History
KPB106	Australian Television
KPB108	Media Text Analysis
KPB203	Australian Film
KPB303	Critical Thinking About Television
	Performance Studies Discipline
KTB061	Creative Industries Management
KTB062	Creative Industries Events and Festivals
KTB101	20th Century Performance
KTB204	Understanding Performance
KTB306	Directing for Events and Festivals
	Visual Arts Discipline
KVB102	Modernism
KVB104	Photomedia and Artistic Practice
KVB110	2D Media and Processes
KVB212	Australian Art, Architecture and Design
KVB304	Contemporary Art Issues
	Creative Writing & Cultural Studies Discipline
KWB001	Introduction to Literary Theory and Cultural Studies
KWB003	Modern Times (Literature and Culture in the 20th Century)
KWB005	Wonderlands: Literature and Culture in the 19th Century
KWB101	Introduction to Creative Writing
KWB102	Media Writing
KWB103	Persuasive Writing
KWB104	Creative Writing: The Short Story
KWB105	Film and Television Scriptwriting
KWB107	Introduction to Creative Non-Fiction
KWB207	Great Books: The Literary Classics

**Semester 2**

## BUSINESS

	Media & Communication Discipline	KTB207	Staging Australia
KCB101	Communication in the New Economy		Visual Arts Discipline
KCB103	Strategic Speech Communication	KVB103	Australian Art
KCB104	Media and Communications Industries	KVB104	Photomedia and Artistic Practice
KCB105	Media and Communication Research Methods	KVB108	Contemporary Asian Visual Culture
KCB202	New Media Technologies	KVB211	Post 1945 Art
KCB203	Consumer Cultures	KVB306	Video Art and Culture
	Communication Design Discipline	KVB307	Theories of Spatial Culture
KIB202	Enabling Immersion		Creative Writing & Cultural Studies Discipline
	Dance Discipline	KWB002	Ozlit
KDB106	Dance Analysis	KWB004	Shakespeare, Then and Now
KDB109	Funk, Tap and all that Jazz	KWB006	Popular Fictions, Popular Culture
KDB204	Australian Dance	KWB007	Indigenous Writing
	Faculty	KWB102	Media Writing
KKB290	Supervised Group Project	KWB104	Creative Writing: The Short Story
KKB211	Computational Arts 2	KWB105	Film and Television Scriptwriting
KKB320	Workplace Learning	KWB106	Corporate Writing and Editing
KKB330	Workplace Learning	KWB204	Creative Non-Fiction: Life Writing
KKB340-1	Workplace Learning	KWB206	Youth and Children's Writing
KKB340-2	Workplace Learning		
KKB357	Independent Study		
	Fashion Discipline		
KFB105	Fashion and Modernity		
	Journalism Discipline		
KJB101	Journalism Information Systems		
KJB120	Newsriting		
KJB121	Journalistic Inquiry		
KJB224	Feature Writing		
KJB280	International Journalism		
KJB337	Public Affairs Reporting		
	Music & Sound Discipline		
KMB002	Music and Spirituality		
KMB003	Sex Drugs Rock 'n' roll		
KMB004	World Music		
KMB007	Introductory Ensemble		
KMB105	Music and Sound Technology		
KMB107	Sound, Image, Text		
KMB108	Sound Recording and Acoustics		
	Film & Television Discipline		
KPB103	Film Genres		
KPB104	Film and Television Production Resource Management		
KPB107	Television Genres		
KPB205	Documentary Theory and Practice		
KPB206	International Cinema		
	Performance Studies Discipline		
KTB062	Creative Industries Events and Festivals		
KTB104	Performance Innovation		

### NOTES:

\* Only one Workplace Learning unit may be completed

\* KKB290, KKB357, KKB320, KKB330, KKB340-1 and KKB340-2 are only available to students enrolled in Creative Industries courses.

### Potential Careers:

Accountant, Advertising Professional, Banking and Finance Professional, Economist, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, Information Officer, Journalist, Manager, Marketing Officer/Manager, Media Industry Specialist, Public Relations Officer/Consultant, Publishing Professional, Stockbroker.

## **Bachelor of Business / Bachelor of Mathematics (IX37)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059601K

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$210 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$20160

**International Fees (per semester):** 2007:\$9,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 419212; Dfee: 419216

**Past rank cut-off:** 75; Dfee: 70

**Past OP cut-off:** 12; Dfee: 14

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and Maths B (4, SA)

**Preparatory studies:** MATHS: QUT unit Preparatory Mathematics as a visiting student or QUT Continuing Professional Education course Mathematics Bridging. ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Total credit points:** 384

**Standard credit points per full-time semester:** 48

**Course coordinator:** Prof Erhan Kozan (Mathematics); Mr Andrew Paltridge (Business)

**Discipline coordinator:** Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point

### **Career Opportunities**

Graduates are equipped to undertake sophisticated economic and financial modelling which is important in business and government decision making. Quantitative analysts are employed by the financial sector in order to optimise returns both in the short and long-term. Graduates may also become actuarial trainees in the insurance and superannuation area although further study is required in order to qualify as an actuary.

Graduates may find employment as Accountants, Advertising Professionals, Banking and Finance Consultants, Economists, Human Resource Managers, International Business Specialists, Managers, Marketing Officers, Public Relations Officers.

### **Professional Recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate

Governance.

\*Accountancy: CPA Australia (associate membership & enrolment in the CPA Program), Institute of Chartered Accountants in Australia (ICAA)(enrolment in the CA Program).

\*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association and the Queensland Commercial Radio Association;

\*Banking and Finance: Australasian Institute of Banking and Finance (AIBF).

\*Economics: Economic Society of Australia (Queensland Division).

\*Human Resource Management - Australian Human Resources Institute, Australian Institute of Training and Development, Australian Institute of Management;

\*International Business - Australian Institute of Export;

\*Management - Australian Institute of Management;

\*Marketing: Australian Marketing Institute, Market Research Society of Australia, Australian Institute of Management, Australian Institute of Export (Qld) Ltd, American Marketing Association.

\*Public Relations - Public Relations Institute of Australia.

Graduates of the Bachelor of Mathematics degree will be eligible for membership of the Mathematical Society of Australia, the Statistical Society of Australia, and depending on unit selection, the Australian Society of Operations Research.

### **Course Design**

The course offers the opportunity to combine Mathematics with a business course.

This course is made up of 384 credit points. Each component (i.e. Business and Mathematics) comprises 192 credit points.

### **Mathematics Bursaries**

Students enrolled in this course can apply for industry-sponsored bursaries. These bursaries are awarded to Australian citizens or permanent residents on a competitive basis. Applications should be submitted by 1 December of the year preceding entry to the course. For further information see [www.maths.qut.edu.au](http://www.maths.qut.edu.au)

### **Deferment**

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

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

Find out more on deferment.

### **Contact Details**

**Science Coordinator**

Prof Erhan Kozan

Phone: +61 7 3138 1029  
 Email: e.kozan@qut.edu.au

**Business Coordinator**

Mr Andrew Paltridge  
 Phone: +61 7 3138 2343  
 Email: a.paltridge@qut.edu.au

Business Faculty Major Unit  
 Business Faculty Major Unit  
 Mathematics Unit  
 Mathematics Unit

**Full Time Course structure**

**Year 1 Semester 1**

Business Faculty Core Unit  
 Business Faculty Core Unit  
 Mathematics Unit  
 Mathematics Unit

**Year 1 Semester 2**

Business Faculty Core Unit  
 Business Faculty Core Unit  
 Mathematics Unit  
 Mathematics Unit

**Year 2 Semester 1**

Business Faculty Core Unit  
 Business Faculty Core Unit  
 Mathematics Unit  
 Mathematics Unit

**Year 2 Semester 2**

Business Faculty Core Unit  
 Business Faculty Major Unit  
 Mathematics Unit  
 Mathematics Unit

**Year 3 Semester 1**

Business Faculty Major Unit  
 Business Faculty Major Unit  
 Mathematics Unit  
 Mathematics Unit

**Year 3 Semester 2**

Business Faculty Major Unit  
 Business Faculty Major Unit  
 Mathematics Unit  
 Mathematics Unit

**Year 4 Semester 1**

Business Faculty Major Unit  
 Business Faculty Major Unit  
 Mathematics Unit  
 Mathematics Unit

**Year 4 Semester 2**

**Advertising Major Course Structure for Students with Maths B and C**

**Year 1 Semester 1**

BSB119 International and Electronic Business  
 BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
 BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
 AMB200 Consumer Behaviour

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
 BSB113 Economics

**Year 3 Semester 1**

AMB230 Internet Promotion  
 AMB220 Advertising Theory and Practice

**Year 3 Semester 2**

AMB221 Advertising Copywriting  
 AMB222 Media Planning

**Year 4 Semester 1**

AMB320 Advertising Management  
 AMB330 Advertising Strategy and Planning

**Year 4 Semester 2**

AMB321 Advertising Campaigns  
 AMB202 Integrated Marketing Communication

**Management Major Course Structure for Students with Maths B and C**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

## BUSINESS

### Year 2 Semester 2

MGB220 Management Research Methods  
BSB119 International and Electronic Business

### Year 3 Semester 1

MGB210 Production and Service Management  
MGB211 Organisational Behaviour

### Year 3 Semester 2

MGB222 Managing Organisations  
Management Option Unit

### Year 4 Semester 1

MGB334 Managing in a Changing Environment  
Management Option Unit

### Year 4 Semester 2

MGB309 Strategic Management  
Management Option Unit

### Management Option Unit List:

MGB216 Managing Technological Innovation in Global Business  
MGB218 Venture Skills  
MGB223 Creating New Enterprises  
MGB312 Negotiation Skills  
MGB315 Personal and Professional Development  
MGB335 Project Management

Management students must choose three from the above list (one must be a Level 3 unit).

### International Business Major Course Structure for Students with Maths B and C

#### Year 1 Semester 1

BSB126 Marketing  
BSB119 International and Electronic Business

#### Year 1 Semester 2

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society  
IBB202 Fundamentals of International Finance

#### Year 2 Semester 2

BSB111 Business Law and Ethics  
BSB113 Economics

#### Year 3 Semester 1

IBB205 Cross-Cultural Communication and Negotiation  
IBB217 Asian Business Development  
or

IBB208 European Business Development

### Year 3 Semester 2

IBB210 Export Management  
IBB317 Contemporary Business in Asia  
or  
IBB308 Contemporary Business in Europe

### Year 4 Semester 1

IBB300 International Business Strategy  
IBB304 Global Industry Analysis

### Year 4 Semester 2

IBB213 International Marketing  
IBB303 International Logistics

### Human Resource Management Major Course Structure for Students with Maths B and C

#### Year 1 Semester 1

BSB113 Economics  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

#### Year 2 Semester 2

MGB207 Human Resource Issues and Strategy  
BSB119 International and Electronic Business

#### Year 3 Semester 1

MGB220 Management Research Methods  
HRM Option Unit

#### Year 3 Semester 2

MGB211 Organisational Behaviour  
HRM Option Unit

#### Year 4 Semester 1

MGB221 Performance and Reward  
HRM Option Unit

#### Year 4 Semester 2

MGB320 Recruitment and Selection  
MGB331 Training and Development

### HRM Option Unit List:

MGB201 The Legal Context of Employment Relations  
MGB209 Occupational Health and Safety Management

## BUSINESS

MGB224	Australian Industrial Relations
MGB304	Human Resource Information Management
MGB305	Human Resource Management Strategy and Policy
MGB314	Organisational Consulting and Change
MGB315	Personal and Professional Development
MGB325	Advanced Practice in Training and Development

HRM students must choose three from the above list (one must be a Level 3 unit).

### Banking and Finance Major Course Structure for Students with Maths B and C

#### Year 1 Semester 1

BSB113	Economics
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB114	Government, Business and Society
BSB126	Marketing

#### Year 2 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

#### Year 2 Semester 2

EFB102	Economics 2
BSB119	International and Electronic Business

#### Year 3 Semester 1

EFB210	Finance 1
EFB201	Financial Markets

#### Year 3 Semester 2

EFB307	Finance 2
EFB312	International Finance

#### Year 4 Semester 1

EFB200	Applied Regression Analysis
EFB318	Portfolio and Security Analysis

#### Year 4 Semester 2

Any Finance Unit  
Any Finance Unit

### Accountancy Major Course Structure for Students with Maths B and C

#### Year 1 Semester 1

BSB110	Accounting
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB114	Government, Business and Society
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BSB126	Marketing
	or
BSB119	International and Electronic Business

#### Year 2 Semester 1

BSB111	Business Law and Ethics
BSB113	Economics

#### Year 2 Semester 2

AYB121	Financial Accounting
AYB223	Law of Business Associations

#### Year 3 Semester 1

AYB225	Management Accounting
AYB220	Company Accounting

#### Year 3 Semester 2

AYB221	Computerised Accounting Systems
AYB325	Taxation Law

#### Year 4 Semester 1

AYB301	Auditing
AYB311	Financial Accounting Issues
	or
AYB321	Strategic Management Accounting

#### Year 4 Semester 2

AYB339	Accountancy Capstone
EFB210	Finance 1

### Economics Major Course Structure for Students with Maths B and C

#### Year 1 Semester 1

BSB113	Economics
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB114	Government, Business and Society
BSB126	Marketing

#### Year 2 Semester 1

BSB110	Accounting
EFB102	Economics 2

#### Year 2 Semester 2

EFB210	Finance 1
BSB119	International and Electronic Business

#### Year 3 Semester 1

EFB211	Firms, Markets and Resources
EFB202	Business Cycles and Economic Growth

#### Year 3 Semester 2

EFB328 Public Economics and Finance  
Any Economics unit

**Year 4 Semester 1**

BSB111 Business Law and Ethics  
EFB200 Applied Regression Analysis

**Year 4 Semester 2**

EFB329 Contemporary Applications of Economics Theory  
EFB314 International Trade and Economic Competitiveness

**Electronic Business Major Course Structure for Students with Maths B and C**

**Year 1 Semester 1**

BSB115 Management, People and Organisations  
BSB119 International and Electronic Business

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB113 Economics  
AMB230 Internet Promotion

**Year 3 Semester 1**

BSB212 Electronic Business Applications  
ITB233 Enterprise Systems Applications

**Year 3 Semester 2**

BSB213 Governance Issues in E-Business  
ITB823 Web Sites For Electronic Commerce

**Year 4 Semester 1**

MGB334 Managing in a Changing Environment  
AYB221 Computerised Accounting Systems

**Year 4 Semester 2**

ITB239 Enterprise Data Mining  
BSB314 E-Business Intelligence

**Public Relations Major Course Structure for Students with Maths B and C**

**Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
AMB201 Marketing and Audience Research

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
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  
AMB370 Public Relations Cases

**Year 4 Semester 2**

AMB361 Public Relations Campaigns  
AMB371 Corporate Communication Strategies

**Marketing Major Course Structure for Students with Maths B and C**

**Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
AMB200 Consumer Behaviour

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 3 Semester 1**

AMB202 Integrated Marketing Communication  
AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research  
AMB241 E-Marketing Strategies

**Year 4 Semester 1**

AMB340 Services Marketing  
Any Marketing unit

**Year 4 Semester 2**

AMB341 Strategic Marketing  
AMB352 Marketing Decision Making  
or  
IBB213 International Marketing

**Accountancy Course Structure for Students with Maths B****Year 1 Semester 1**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB126 Marketing  
or  
BSB119 International and Electronic Business

**Year 2 Semester 1**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 2 Semester 2**

AYB121 Financial Accounting  
AYB223 Law of Business Associations  
BSB114 Government, Business and Society

**Year 3 Semester 1**

AYB225 Management Accounting  
AYB220 Company Accounting

**Year 3 Semester 2**

AYB221 Computerised Accounting Systems  
AYB325 Taxation Law

**Year 4 Semester 1**

AYB301 Auditing  
AYB311 Financial Accounting Issues  
or  
AYB321 Strategic Management Accounting

**Year 4 Semester 2**

AYB339 Accountancy Capstone  
EFB210 Finance 1

**Economics Course Structure for Students with Maths B****Year 1 Semester 1**

BSB113 Economics

BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society

**Year 2 Semester 1**

BSB110 Accounting  
EFB102 Economics 2

**Year 2 Semester 2**

BSB119 International and Electronic Business  
EFB210 Finance 1  
BSB126 Marketing

**Year 3 Semester 1**

EFB211 Firms, Markets and Resources  
EFB202 Business Cycles and Economic Growth

**Year 3 Semester 2**

Any Economics Unit  
EFB328 Public Economics and Finance

**Year 4 Semester 1**

BSB111 Business Law and Ethics  
EFB200 Applied Regression Analysis

**Year 4 Semester 2**

EFB329 Contemporary Applications of Economics Theory  
EFB314 International Trade and Economic Competitiveness

**Advertising Course Structure for Students with Maths B****Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
AMB200 Consumer Behaviour

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics  
BSB110 Accounting

**Year 3 Semester 1**

AMB220 Advertising Theory and Practice  
AMB230 Internet Promotion

**Year 3 Semester 2**



AMB221 Advertising Copywriting  
 AMB222 Media Planning

**Year 4 Semester 1**

AMB320 Advertising Management  
 AMB330 Advertising Strategy and Planning

**Year 4 Semester 2**

AMB321 Advertising Campaigns  
 AMB202 Integrated Marketing Communication

**Banking & Finance Course Structure for Students with Maths B**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

EFB102 Economics 2  
 BSB119 International and Electronic Business  
 BSB126 Marketing

**Year 3 Semester 1**

EFB210 Finance 1  
 EFB201 Financial Markets

**Year 3 Semester 2**

EFB307 Finance 2  
 EFB312 International Finance

**Year 4 Semester 1**

EFB200 Applied Regression Analysis  
 EFB318 Portfolio and Security Analysis

**Year 4 Semester 2**

Any Finance Unit  
 Any Finance Unit

**Electronic Business Course Structure for Students with Maths B**

**Year 1 Semester 1**

BSB115 Management, People and Organisations  
 BSB119 International and Electronic Business

**Year 1 Semester 2**

BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB113 Economics  
 AMB230 Internet Promotion  
 BSB114 Government, Business and Society

**Year 3 Semester 1**

BSB212 Electronic Business Applications  
 ITB233 Enterprise Systems Applications

**Year 3 Semester 2**

BSB213 Governance Issues in E-Business  
 ITB823 Web Sites For Electronic Commerce

**Year 4 Semester 1**

MGB334 Managing in a Changing Environment  
 AYB221 Computerised Accounting Systems

**Year 4 Semester 2**

BSB314 E-Business Intelligence  
 ITB239 Enterprise Data Mining

**Human Resource Management Course Structure for Students with Maths B**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

MGB207 Human Resource Issues and Strategy  
 BSB119 International and Electronic Business  
 BSB126 Marketing

**Year 3 Semester 1**

MGB220 Management Research Methods  
 HRM Option Unit

**Year 3 Semester 2**

MGB211 Organisational Behaviour  
 HRM Option Unit

**Year 4 Semester 1**

MGB221 Performance and Reward  
HRM Option Unit

**Year 4 Semester 2**

MGB320 Recruitment and Selection  
MGB331 Training and Development

**HRM Option Unit List:**

MGB201 The Legal Context of Employment Relations  
MGB209 Occupational Health and Safety Management  
MGB224 Australian Industrial Relations  
MGB304 Human Resource Information Management  
MGB305 Human Resource Management Strategy and Policy  
MGB314 Organisational Consulting and Change  
MGB315 Personal and Professional Development  
MGB325 Advanced Practice in Training and Development

HRM students must choose two units from the above list (one must be a Level 3 unit).

**International Business Course Structure for Students with Maths B**

**Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting

**Year 2 Semester 1**

BSB114 Government, Business and Society  
IBB202 Fundamentals of International Finance

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics  
BSB115 Management, People and Organisations

**Year 3 Semester 1**

IBB205 Cross-Cultural Communication and Negotiation  
IBB217 Asian Business Development  
or  
IBB208 European Business Development

**Year 3 Semester 2**

IBB210 Export Management  
IBB317 Contemporary Business in Asia  
or  
IBB308 Contemporary Business in Europe

**Year 4 Semester 1**

IBB300 International Business Strategy

IBB304 Global Industry Analysis

**Year 4 Semester 2**

IBB213 International Marketing  
IBB303 International Logistics

**Marketing Course Structure for Students with Maths B**

**Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting

**Year 2 Semester 1**

BSB114 Government, Business and Society  
AMB200 Consumer Behaviour

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics  
BSB115 Management, People and Organisations

**Year 3 Semester 1**

AMB202 Integrated Marketing Communication  
AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research  
AMB241 E-Marketing Strategies

**Year 4 Semester 1**

AMB340 Services Marketing  
Any Marketing Unit

**Year 4 Semester 2**

AMB341 Strategic Marketing  
AMB352 Marketing Decision Making  
or  
IBB213 International Marketing

**Management Course Structure for Students with Maths B**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society

**Year 2 Semester 1**

BSB110 Accounting

## BUSINESS

BSB111 Business Law and Ethics

### Year 2 Semester 2

MGB220 Management Research Methods

BSB119 International and Electronic Business

BSB126 Marketing

### Year 3 Semester 1

MGB210 Production and Service Management

MGB211 Organisational Behaviour

### Year 3 Semester 2

MGB222 Managing Organisations

Management Option List

### Year 4 Semester 1

MGB334 Managing in a Changing Environment

Management Option List

### Year 4 Semester 2

MGB309 Strategic Management

Management Option List

### Management Option Unit List:

MGB216 Managing Technological Innovation in Global Business

MGB218 Venture Skills

MGB223 Creating New Enterprises

MGB312 Negotiation Skills

MGB315 Personal and Professional Development

MGB335 Project Management

Management students must choose two from the above list (one must be a Level 3 unit).

### Public Relations Course Structure for Students with Maths B

#### Year 1 Semester 1

BSB119 International and Electronic Business

BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting

#### Year 2 Semester 1

BSB114 Government, Business and Society

AMB201 Marketing and Audience Research

#### Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

BSB115 Management, People and Organisations

#### 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

AMB370 Public Relations Cases

### Year 4 Semester 2

AMB361 Public Relations Campaigns

AMB371 Corporate Communication Strategies

### Course structure - For students with four semesters of Senior Mathematics B and Senior Mathematics C

For students with four semesters of Senior Mathematics B and Senior Mathematics C, at a level of Sound Achievement or better, (or equivalent)

#### Year 1, Semester 1

MAB101 Statistical Data Analysis 1

MAB111 Mathematical Sciences 1B

#### Year 1, Semester 2

MAB112 Mathematical Sciences 1C

MAB210 Statistical Modelling 1

#### Year 2, Semester 1

MAB311 Advanced Calculus

MAB313 Mathematics of Finance

#### Year 2, Semester 2

MAB220 Computational Mathematics 1

Mathematics Elective

#### Year 3, Semester 1

MAB312 Linear Algebra

Mathematics Elective

#### Year 3, Semester 2

Mathematics Elective

Mathematics Elective

#### Year 4, Semester 1

Mathematics Elective

Mathematics Elective

#### Year 4, Semester 2

Mathematics Elective

Mathematics Elective

### Course structure - For students with four semester of

**Senior Maths B**

For students with four semesters of Senior Mathematics B (or equivalent) only, at a level of Sound Achievement or better

**Year 1, Semester 1**

- MAB100 Mathematical Sciences 1A
- MAB101 Statistical Data Analysis 1

**Year 1, Semester 2**

- MAB111 Mathematical Sciences 1B
- MAB112 Mathematical Sciences 1C
- MAB210 Statistical Modelling 1
- OR null
- Business Faculty Core Unit

**Year 2, Semester 1**

- MAB311 Advanced Calculus
- MAB313 Mathematics of Finance

**Year 2, Semester 2**

- MAB220 Computational Mathematics 1
- Mathematics Elective
- OR null
- MAB210 Statistical Modelling 1

**Year 3, Semester 1**

- MAB312 Linear Algebra
- Mathematics Elective

**Year 3, Semester 2**

- Mathematics Elective
- Mathematics Elective

**Year 4, Semester 1**

- Mathematics Elective
- Mathematics Elective

**Year 4, Semester 2**

- Mathematics Elective
- Mathematics Elective

**Mathematics Units**

**Level 1 Units:**

- MAB100 Mathematical Sciences 1A
- MAB101 Statistical Data Analysis 1
- MAB111 Mathematical Sciences 1B
- MAB112 Mathematical Sciences 1C
- MAB210 Statistical Modelling 1
- MAB220 Computational Mathematics 1

**Level 2 Units - You must complete:**

- MAB311 Advanced Calculus
- MAB312 Linear Algebra
- MAB313 Mathematics of Finance

**Level 2 Units - Select from:**

- MAB314 Statistical Modelling 2
- MAB315 Operations Research 2
- MAB413 Differential Equations
- MAB414 Applied Statistics 2
- MAB420 Computational Mathematics 2
- MAB422 Mathematical Modelling
- MAB480 Introduction to Scientific Computation
- MAB481 Visualisation and Data Analysis

**Level 3 Units: You must complete at least 4 units from:**

- MAB521 Applied Mathematics 3
- MAB522 Computational Mathematics 3
- MAB524 Statistical Inference
- MAB525 Operations Research 3A
- MAB526 Statistical Science 3
- MAB613 Partial Differential Equations
- MAB623 Financial Mathematics
- MAB624 Applied Statistics 3
- MAB625 Operations Research 3B
- MAB640 Industry Project
- MAB672 Advanced Mathematical Modelling
- MAB681 Advanced Visualisation and Data Analysis

**Other Level 3 Units:**

- MAB523 Introduction to Quality Management
- MAB621 Discrete Mathematics
- null

**NOTE:** In 2008, MAB313 Mathematics of Finance will be in Semester 2 and MAB315 Operations Research 2 will be in Semester 1

**Potential Careers:**

Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Computer Game Programmer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Investment Manager, Market Research Manager, Mathematician, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.

## **Bachelor of Arts/Bachelor of Business (IX38)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 058278B

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$130 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$12480

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 409372; Dfee: 409376

**Past rank cut-off:** 75; Dfee: 70

**Past OP cut-off:** 12; Dfee: 14

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and for accountancy, banking and finance, economics, and marketing majors, Maths A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Course coordinator:** Dr Iraphne Childs

**Discipline coordinator:** Dr John Sweeting (Accountancy); Ms Gayle Kerr (Advertising); Dr John Chen (Banking & Finance); Dr Radhika Lahiri (Economics); Ms Sherrena Buckby (Electronic Business); Dr Paul Barnes (Human Resource Management); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Mr Bill Proud (Marketing); and Ms Robina Xavier (Public Relations).

**Campus:** Gardens Point and Carseldine

### **Career Outcomes**

Arts graduates find employment in policy development and analysis, social policy, research and project positions, international aid and trade, environment and heritage. Graduates of the Bachelor of Business may find employment as Accountants, Advertising Professionals, Banking and Finance Consultants, Economists, Human Resource Managers, International Business Specialists, Managers, Marketing Officers, Public Relations Officers.

### **Professional Recognition**

The Bachelor of Business degree may, subject to choice of major, extended major, or specialisation, allow graduates to satisfy the academic requirements for membership as follows:

\*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

\*Accountancy: CPA Australia (associate membership & enrolment in the CPA Program), Institute of Chartered Accountants in Australia (ICAA)(enrolment in the CA Program).

\*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct

Marketing Association and the Queensland Commercial Radio Association;

\*Banking and Finance: Australasian Institute of Banking and Finance (AIBF).

\*Economics: Economic Society of Australia (Queensland Division).

\*Human Resource Management - Australian Human Resources Institute, Australian Institute of Training and Development, Australian Institute of Management;

\*International Business - Australian Institute of Export;

\*Management - Australian Institute of Management;

\*Marketing: Australian Marketing Institute, Market Research Society of Australia, Australian Institute of Management, Australian Institute of Export (Qld) Ltd, American Marketing Association.

\*Public Relations - Public Relations Institute of Australia.

### **BA Course Requirements - Commencing Students**

Students are required to completed at least one of the five multidisciplinary majors (1 core introductory unit plus 6 units in the major). You will choose from International and Global Studies, Society and Change, Ethics and Human Rights, Community Studies and Australian Studies.

The degree has a core program which consists of the following:

- 1) First Year: core introductory units for the multidisciplinary majors plus core skills units;
- 2) Second Year: research methods.

As well as the multidisciplinary major, students may also wish to undertake a Discipline Major in one of the following: History, Geography and Environmental Studies, Languages (French, Indonesian, German, Japanese, or Mandarin), Sociology or Political Studies.

Students must maintain a minimum of 50% enrolment in units from the BA program until they have completed eight of these units (96 credit points).

Students may also wish to include:

- an Arts minor/s in any of the multidisciplinary or discipline majors (4 units)
- an approved university minor, or individual electives in another QUT course (up to 4 units)

Students planning to complete a full Language sequence (6 units) will need to discuss their program with the relevant Course Coordinator in order to ensure that they begin their Language studies in first semester and that their language units can be continued into their third year.

NB: Students are required to complete 16 units in the BA component of the double degree. Of these 12 must be BA units i.e. HHB coded units.

### **Deferment**

QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, portfolios, auditions, prior study or work

experience.

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

Find out more on deferment.

**EXAMPLE OF FULL TIME COURSE STRUCTURE**

**YEAR 1 SEMESTER 1**

BBUS Business Faculty Core Unit  
 BBUS Business Faculty Core Unit  
 BA Core unit (Major)  
 BA Discipline unit

**YEAR 1 SEMESTER 2**

BBUS Business Faculty Core Unit  
 BBUS Business Faculty Core Unit  
 BA Skills unit  
 BA Discipline unit

**YEAR 2 SEMESTER 1**

BBUS Business Faculty Core Unit  
 BBUS Business Faculty Core Unit  
 BA Major unit (elective)  
 BA Discipline or minor unit

**YEAR 2 SEMESTER 2**

BBUS Business Faculty Core Unit  
 BBUS Business Faculty Core Unit  
 BA Major unit (elective)  
 BA Discipline or minor unit

**YEAR 3 SEMESTER 1**

BBUS Business Faculty Major Unit  
 BBUS Business Faculty Major Unit  
 BA Major unit (elective)  
 BA Discipline or minor unit

**YEAR 3 SEMESTER 2**

BBUS Business Faculty Major Unit  
 BBUS Business Faculty Major Unit  
 BA Major unit (elective)  
 BA Discipline or minor unit

**YEAR 4 SEMESTER 1**

BBUS Business Faculty Major Unit  
 BBUS Business Faculty Major Unit  
 BA Major unit (elective)  
 BA Elective unit

**YEAR 4 SEMESTER 2**

BBUS Business Faculty Major Unit

BBUS Business Faculty Major Unit  
 BA Major unit (elective)  
 BA Elective unit

**Economics Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 EFB102 Economics 2

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB211 Firms, Markets and Resources  
 EFB202 Business Cycles and Economic Growth

**Year 3 Semester 2**

EFB101 Data Analysis for Business  
 EFB328 Public Economics and Finance

**Year 4 Semester 1**

BSB111 Business Law and Ethics  
 EFB200 Applied Regression Analysis

**Year 4 Semester 2**

EFB329 Contemporary Applications of Economics Theory  
 EFB314 International Trade and Economic Competitiveness

**Banking and Finance Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB101 Data Analysis for Business  
 EFB210 Finance 1

**Year 3 Semester 2**

EFB102 Economics 2  
 EFB307 Finance 2

**Year 4 Semester 1**

EFB200 Applied Regression Analysis  
 EFB318 Portfolio and Security Analysis

**Year 4 Semester 2**

EFB312 International Finance  
 EFB201 Financial Markets

**Marketing Major**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance  
 BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
 BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
 BSB119 International and Electronic Business

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
 BSB113 Economics

**Year 3 Semester 1**

AMB200 Consumer Behaviour  
 AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research  
 AMB241 E-Marketing Strategies

**Year 4 Semester 1**

AMB340 Services Marketing  
 AMB202 Integrated Marketing Communication

**Year 4 Semester 2**

AMB341 Strategic Marketing  
 AMB352 Marketing Decision Making  
 or  
 IBB213 International Marketing

**Electronic Business Major**

**Year 1 Semester 1**

BSB115 Management, People and Organisations  
 BSB119 International and Electronic Business

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB113 Economics  
 BSB122 Quantitative Analysis and Finance

**Year 3 Semester 1**

BSB212 Electronic Business Applications  
 ITB233 Enterprise Systems Applications

**Year 3 Semester 2**

BSB213 Governance Issues in E-Business  
 ITB823 Web Sites For Electronic Commerce

**Year 4 Semester 1**

MGB334 Managing in a Changing Environment  
 AYB221 Computerised Accounting Systems

**Year 4 Semester 2**

ITB239 Enterprise Data Mining  
 BSB314 E-Business Intelligence

**Management Major**

**Year 1 Semester 1**

BSB113 Economics  
 BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
 BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
 BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
 BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB220 Management Research Methods

## BUSINESS

MGB222 Managing Organisations

### Year 3 Semester 2

MGB210 Production and Service Management

MGB211 Organisational Behaviour

### Year 4 Semester 1

MGB334 Managing in a Changing Environment  
Management Option Unit

### Year 4 Semester 2

MGB309 Strategic Management  
Management Option Unit

### Management Option Unit List:

MGB216 Managing Technological Innovation in Global Business

MGB218 Venture Skills

MGB223 Creating New Enterprises

MGB312 Negotiation Skills

MGB315 Personal and Professional Development

MGB335 Project Management

Management students must choose three from the above list (one must be a Level 3 unit).

### Accountancy Major

#### Year 1 Semester 1

BSB110 Accounting

BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB122 Quantitative Analysis and Finance

BSB114 Government, Business and Society

#### Year 2 Semester 1

BSB111 Business Law and Ethics

BSB113 Economics

#### Year 2 Semester 2

AYB121 Financial Accounting

AYB223 Law of Business Associations

#### Year 3 Semester 1

AYB225 Management Accounting

AYB220 Company Accounting

#### Year 3 Semester 2

AYB221 Computerised Accounting Systems

AYB325 Taxation Law

#### Year 4 Semester 1

AYB301 Auditing

AYB311 Financial Accounting Issues

or

AYB321 Strategic Management Accounting

### Year 4 Semester 2

EFB101 Data Analysis for Business

EFB210 Finance 1

### Public Relations Major

#### Year 1 Semester 1

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting

BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society

BSB119 International and Electronic Business

#### Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

#### Year 3 Semester 1

AMB201 Marketing and Audience Research

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

AMB370 Public Relations Cases

#### Year 4 Semester 2

AMB361 Public Relations Campaigns

AMB371 Corporate Communication Strategies

### Advertising Major

#### Year 1 Semester 1

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

#### Year 1 Semester 2

BSB110 Accounting

BSB115 Management, People and Organisations

#### Year 2 Semester 1

BSB114 Government, Business and Society

BSB119 International and Electronic Business



**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 3 Semester 1**

AMB200 Consumer Behaviour  
AMB220 Advertising Theory and Practice

**Year 3 Semester 2**

AMB221 Advertising Copywriting  
AMB222 Media Planning

**Year 4 Semester 1**

AMB320 Advertising Management  
AMB330 Advertising Strategy and Planning

**Year 4 Semester 2**

AMB321 Advertising Campaigns  
AMB202 Integrated Marketing Communication

**Human Resource Management Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB207 Human Resource Issues and Strategy  
MGB220 Management Research Methods

**Year 3 Semester 2**

MGB211 Organisational Behaviour  
HRM Option Unit

**Year 4 Semester 1**

MGB221 Performance and Reward  
HRM Option Unit

**Year 4 Semester 2**

MGB320 Recruitment and Selection  
MGB331 Training and Development

**HRM Option Unit List:**

MGB201 The Legal Context of Employment Relations  
MGB209 Occupational Health and Safety Management  
MGB224 Australian Industrial Relations  
MGB304 Human Resource Information Management  
MGB305 Human Resource Management Strategy and Policy  
MGB314 Organisational Consulting and Change  
MGB315 Personal and Professional Development  
MGB325 Advanced Practice in Training and Development

HRM students must choose two from the above list (one must be a Level 3 unit).

**International Business Major**

**Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
BSB122 Quantitative Analysis and Finance

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 3 Semester 1**

IBB202 Fundamentals of International Finance  
IBB217 Asian Business Development  
or  
IBB208 European Business Development

**Year 3 Semester 2**

IBB210 Export Management  
IBB317 Contemporary Business in Asia  
or  
IBB308 Contemporary Business in Europe

**Year 4 Semester 1**

IBB213 International Marketing  
IBB205 Cross-Cultural Communication and Negotiation

**Year 4 Semester 2**

IBB300 International Business Strategy  
IBB303 International Logistics

**Potential Careers:**

Academic, Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Arts Administrator, Business Analyst, Community Education Officer, Community Worker, Diplomat, Economist, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Higher Education Worker, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Information Officer, International Business Specialist, Investment Manager, Journalist, Manager, Manufacturer, Marketing Officer/Manager, Organisational Communication Specialist, Policy Officer, Property Economist, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Risk Manager, Social Scientist, Sociologist, Stockbroker, Translator.

## **Bachelor of Applied Science (In Human Movement Studies) / Bachelor of Business (IX47)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 059594D

**Course duration (full-time):** 4 years

**Domestic fees (per credit point):** Commonwealth Supported Place; Full fee tuition 2007: \$160 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007:\$15360

**International Fees (per semester):** 2007:\$8,000 per semester (*subject to annual review*)

**Domestic Entry:** February

**International Entry:** February

**QTAC code:** 409322; Dfee: 409326

**Past rank cut-off:** 75; Dfee: 70

**Past OP cut-off:** 12; Dfee: 14

**OP Guarantee:** Yes

**Assumed knowledge:** English (4, SA) and for accountancy, banking and finance, economics, and marketing majors, Maths A, B or C (4, SA)

**Preparatory studies:** MATHS: QUT unit Data Analysis for Business as a visiting student or QUT Continuing Professional Education course Mathematics Bridging; ENGLISH: Successful completion of a year of full-time vocational or tertiary study. For further information contact 07 3138 2000 or email [study@qut.com](mailto:study@qut.com)

**Campus:** Gardens Point and Kelvin Grove

### **Overview**

This double degree combines training for careers in a range of exercise and sports science settings with the strength of general business theory and skills.

### **Why choose this course?**

This double degree will prepare you for a career in the exercise, health, rehabilitation and sports science industries, where you will work with people from a variety of professions.

This course will provide you with the necessary theoretical background and practical skills obtained from a variety of practicum placements. Practicum locations can include rehabilitation and hospital clinics, family and community services, corporate health and fitness, local and state government agencies, universities and colleges, institutes of sport, and the health and fitness industry.

### **Career Options**

The Bachelor of Applied Science (in Human Movement Studies) course provides skills for careers in a range of exercise and sports science settings such as corporate health and fitness, family and community services, the health and fitness industry, local and state government agencies, state sporting associations, rehabilitation clinics, institutes of sport, universities and colleges and personal training.

Your business degree will give you a broad base of commercial knowledge making you more attractive to

employers, even if you wish to work predominantly in the health science area. You also have the opportunity to major in a specific business area. For more information on careers in business, please refer to the Faculty of Business prospectus or visit [studyfinder.qut.com](http://studyfinder.qut.com).

### **Professional Recognition**

Graduates of the Bachelor of Applied Science (in Human Movement Studies) degree are eligible for membership of the Australian Association for Exercise and Sports Science. Depending on your choice of business major, you may also be eligible for membership of a number of professional bodies, including the Australasian Institute of Banking and Finance, CPA Australia, the Institute of Chartered Accountants in Australia, Chartered Secretaries Australia, the Economic Society of Australia (Qld), Advertising Federation of Australia, Australian Institute of Management or the Public Relations Institute of Australia.

### **Course Design**

Students are required to complete 408 credit points comprised of 216 credit points from the Bachelor of Applied Science (in Human Movement Studies) program and 192 credit points from the Bachelor of Business program.

### **Recommended Study**

Any of: Maths B or C, Chemistry, Physics, Biological Science, Health Education, Physical Education, or Health and Physical Education.

### **Other Course Requirements**

There are additional costs associated with this course including the purchase of the practicum shirt (approximately \$50), the attainment of a current first aid certificate prior to commencement of year three and a Blue Card to work with children depending upon the practicum site. Attendance at the orientation camp is highly recommended though not compulsory (approximately \$115).

### **Deferment**

QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience. Further information is available at [www.deferment.qut.edu.au](http://www.deferment.qut.edu.au)

### **Full Time Course structure**

#### **Year 1 Semester 1**

	Business Faculty Core Unit
	Business Faculty Core Unit
HMB171	Fitness Health and Wellness
LSB131	Anatomy

#### **Year 1 Semester 2**

	Business Faculty Core Unit
	Business Faculty Core Unit

## BUSINESS

LSB231 Physiology  
HMB272 Biomechanics

### Year 2 Semester 1

Business Faculty Core Unit  
Business Faculty Core Unit  
HMB271 Foundations of Motor Control, Learning and Development  
HMB274 Functional Anatomy  
PYB012 Psychology

### Year 2 Semester 2

Business Faculty Core Unit  
Business Faculty Core Unit  
HMB273 Exercise Physiology 1  
HMB275 Exercise and Sport Psychology  
HMB276 Research in Human Movement

### Year 3 Semester 1

Business Faculty Major Unit  
Business Faculty Major Unit  
HMB379 Disorders of Human Movement  
HMB313 Socio-Cultural Foundations of Physical Activity

### Year 3 Semester 2

Business Faculty Major Unit  
Business Faculty Major Unit  
HMB282 Resistance Training  
HMB172 Nutrition and Physical Activity

### Year 4 Semester 1

Business Faculty Major Unit  
Business Faculty Major Unit  
HMB382 Principles of Exercise Prescription  
HMS Elective Unit

### Year 4 Semester 2

Business Faculty Major Unit  
Business Faculty Major Unit  
HMB470 Practicum 1  
HMS Elective Unit

### Accountancy Major

#### Year 1 Semester 1

BSB110 Accounting  
BSB115 Management, People and Organisations

#### Year 1 Semester 2

BSB122 Quantitative Analysis and Finance  
BSB114 Government, Business and Society

#### Year 2 Semester 1

BSB111 Business Law and Ethics  
BSB113 Economics

### Year 2 Semester 2

AYB121 Financial Accounting  
AYB223 Law of Business Associations

### Year 3 Semester 1

AYB225 Management Accounting  
AYB220 Company Accounting

### Year 3 Semester 2

AYB221 Computerised Accounting Systems  
AYB325 Taxation Law

### Year 4 Semester 1

AYB301 Auditing  
AYB311 Financial Accounting Issues  
or  
AYB321 Strategic Management Accounting

### Year 4 Semester 2

EFB101 Data Analysis for Business  
EFB210 Finance 1

### Electronic Business Major

#### Year 1 Semester 1

BSB115 Management, People and Organisations  
BSB119 International and Electronic Business

#### Year 1 Semester 2

BSB114 Government, Business and Society  
BSB126 Marketing

#### Year 2 Semester 1

BSB110 Accounting  
BSB111 Business Law and Ethics

#### Year 2 Semester 2

BSB113 Economics  
BSB122 Quantitative Analysis and Finance

#### Year 3 Semester 1

BSB212 Electronic Business Applications  
ITB233 Enterprise Systems Applications

#### Year 3 Semester 2

BSB213 Governance Issues in E-Business  
ITB823 Web Sites For Electronic Commerce

#### Year 4 Semester 1

MGB334 Managing in a Changing Environment  
AYB221 Computerised Accounting Systems

**Year 4 Semester 2**

ITB239 Enterprise Data Mining  
BSB314 E-Business Intelligence

**Advertising Major**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 3 Semester 1**

AMB200 Consumer Behaviour  
AMB220 Advertising Theory and Practice

**Year 3 Semester 2**

AMB221 Advertising Copywriting  
AMB222 Media Planning

**Year 4 Semester 1**

AMB320 Advertising Management  
AMB330 Advertising Strategy and Planning

**Year 4 Semester 2**

AMB321 Advertising Campaigns  
AMB202 Integrated Marketing Communication

**Banking and Finance Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance

BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB101 Data Analysis for Business  
EFB210 Finance 1

**Year 3 Semester 2**

EFB102 Economics 2  
EFB307 Finance 2

**Year 4 Semester 1**

EFB200 Applied Regression Analysis  
EFB318 Portfolio and Security Analysis

**Year 4 Semester 2**

EFB312 International Finance  
EFB201 Financial Markets

**Marketing Major**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 3 Semester 1**

AMB200 Consumer Behaviour  
AMB240 Marketing Planning and Management

**Year 3 Semester 2**

AMB201 Marketing and Audience Research  
AMB241 E-Marketing Strategies

**Year 4 Semester 1**

AMB340 Services Marketing  
AMB202 Integrated Marketing Communication

**Year 4 Semester 2**

AMB341 Strategic Marketing  
AMB352 Marketing Decision Making  
or  
IBB213 International Marketing

**Economics Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
EFB102 Economics 2

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

**Year 3 Semester 1**

EFB211 Firms, Markets and Resources  
EFB202 Business Cycles and Economic Growth

**Year 3 Semester 2**

EFB101 Data Analysis for Business  
EFB328 Public Economics and Finance

**Year 4 Semester 1**

BSB111 Business Law and Ethics  
EFB200 Applied Regression Analysis

**Year 4 Semester 2**

EFB329 Contemporary Applications of Economics Theory  
EFB314 International Trade and Economic Competitiveness

**Human Resource Management Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB207 Human Resource Issues and Strategy

MGB220 Management Research Methods

**Year 3 Semester 2**

MGB211 Organisational Behaviour  
HRM Option Unit

**Year 4 Semester 1**

MGB221 Performance and Reward  
HRM Option Unit

**Year 4 Semester 2**

MGB320 Recruitment and Selection  
MGB331 Training and Development

**HRM Option Unit List:**

MGB201 The Legal Context of Employment Relations  
MGB209 Occupational Health and Safety Management  
MGB224 Australian Industrial Relations  
MGB304 Human Resource Information Management  
MGB305 Human Resource Management Strategy and Policy  
MGB314 Organisational Consulting and Change  
MGB315 Personal and Professional Development  
MGB325 Advanced Practice in Training and Development

HRM students must choose two from the above list (one must be a Level 3 unit).

**Management Major**

**Year 1 Semester 1**

BSB113 Economics  
BSB115 Management, People and Organisations

**Year 1 Semester 2**

BSB114 Government, Business and Society  
BSB126 Marketing

**Year 2 Semester 1**

BSB110 Accounting  
BSB111 Business Law and Ethics

**Year 2 Semester 2**

BSB122 Quantitative Analysis and Finance  
BSB119 International and Electronic Business

**Year 3 Semester 1**

MGB220 Management Research Methods  
MGB222 Managing Organisations

**Year 3 Semester 2**

MGB210 Production and Service Management  
MGB211 Organisational Behaviour

**Year 4 Semester 1**

MGB334 Managing in a Changing Environment  
Management Option Unit

**Year 4 Semester 2**

MGB309 Strategic Management  
Management Option Unit

**Management Option Unit List:**

MGB216 Managing Technological Innovation in Global Business  
MGB218 Venture Skills  
MGB223 Creating New Enterprises  
MGB312 Negotiation Skills  
MGB315 Personal and Professional Development  
MGB335 Project Management  
Management students must choose three from the above list (one must be a Level 3 unit).

**International Business Major**

**Year 1 Semester 1**

BSB119 International and Electronic Business  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
BSB122 Quantitative Analysis and Finance

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 3 Semester 1**

IBB202 Fundamentals of International Finance  
IBB217 Asian Business Development  
or  
IBB208 European Business Development

**Year 3 Semester 2**

IBB210 Export Management  
IBB317 Contemporary Business in Asia  
or  
IBB308 Contemporary Business in Europe

**Year 4 Semester 1**

IBB213 International Marketing  
IBB205 Cross-Cultural Communication and Negotiation

**Year 4 Semester 2**

IBB300 International Business Strategy  
IBB303 International Logistics

**Public Relations Major**

**Year 1 Semester 1**

BSB122 Quantitative Analysis and Finance  
BSB126 Marketing

**Year 1 Semester 2**

BSB110 Accounting  
BSB115 Management, People and Organisations

**Year 2 Semester 1**

BSB114 Government, Business and Society  
BSB119 International and Electronic Business

**Year 2 Semester 2**

BSB111 Business Law and Ethics  
BSB113 Economics

**Year 3 Semester 1**

AMB201 Marketing and Audience Research  
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  
AMB370 Public Relations Cases

**Year 4 Semester 2**

AMB361 Public Relations Campaigns  
AMB371 Corporate Communication Strategies

**Potential Careers:**

Account Executive, Administrator, Advertising Professional, Aged Services Worker, Banker, Banking and Finance Professional, Biomechanical Engineer, Business Analyst, Certified Practising Accountant, Community Education Officer, Community Health Officer, Community Worker, Disability Services Worker, Exchange Student, Exercise Physiologist, Facilities Manager, Family Services Officer, Fitness Assessor/Personal Trainer, Government Officer, Health Information Manager, Health Physicist, Health Services Manager, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Information Officer, International Business Specialist, Manager, Medical Equipment Sales, Occupational Health and Safety Officer, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Sports Scientist, Trainer, Youth Worker.

## **Graduate Certificate In Research Commercialisation (IX97)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** External

**Course duration (full-time):** 1 semesters. The course must be completed within a maximum time period of 4 years.

**Course duration (part-time):** 2 semesters. The course must be completed within a maximum period of 8 years.

**Course duration (external):** 2 semesters. The course must be completed within a maximum period of 8 years.

**Domestic fees (per credit point):** 2007: \$167 per credit point (*subject to annual review*)

**Domestic fees (indicative):** 2007: \$16,000

**International Fees (per semester):** 2007:\$12,000 per semester (*subject to annual review*)

**Domestic Entry:** 2 entry points per year

**International Entry:** 2 entry points per year

**Course coordinator:** Professor Rod Wissler

**Campus:** Internet

### **course structure**

IFP100	Knowledge Transfer and Research Commercialisation (Core Unit)
IFP103	Public Policy and Research
IFP101	Leadership and Workplace Communication
IFP102	Project Management and Research
IFP104	Entrepreneurial Foundations

### **Potential Careers:**

Academic, Administrator, Arts Administrator, Biochemist, Bioengineer, Bioinformatician, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Biotechnologist, Biotechnology Business/Investment Analyst, Business Analyst, Business Development Officer, Cell Biologist, Civil Engineer, Contract Administrator, Financial Advisor/Analyst, Government Officer, International Business Specialist, Marine Scientist, Market Research Manager, Marketing Officer/Manager, Mathematician, Microbiologist, Policy Officer, Public Servant, Scientist, Social Scientist, Urban Designer, Visual Artist, Web Designer.



## **International Visiting Students (NA05)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** Holders of valid visas

**International Fees (per semester):** 2007:\$2,500 per unit  
*(subject to annual review)*

**International Entry:** February, July and November

**Campus:** Gardens Point, Kelvin Grove, Carseldine and External

## **International Visiting Students (NA06)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** Holders of valid visas only

**International Fees (per semester):** 2007 AUD\$2500 per unit (*subject to annual review*)

**International Entry:** February July and November

**Campus:** Gardens Point, Kelvin Grove and Carseldine

## Foundation Program (1 Semester) (QC01)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003287M

**Course duration (full-time):** 1 semester

**International Fees (per semester):** 2007:\$6,750 per semester (*subject to annual review*)

**International Entry:** February, June and October

**Total credit points:** 60

**Course coordinator:** Scott Leisemann

**Campus:** Kelvin Grove

### Entry Requirements- Academic

Successful completion of senior high school with the required grades.

Students who have attempted further schooling studies, eg GCE A-levels or equivalent may be considered for entry. Applications will be reviewed individually and applicants will need to meet subject prerequisites. Students can find more country specific entry requirements at the following web site. <http://www.international.qut.edu.au/apply/howtoapply/entryreqs/academic.jsp>

### Entry Requirements - English Language

IELTS 6.0 with no sub-score less than 5.5 or TOEFL 550 (paper) or TOEFL 213 (CBT) or equivalent, or successful completion of the EAP program (N.B. Students should also check visa requirements).

### Description

The Foundation Program, which has intakes in February, June and October, provides pathways to QUT award programs (Diploma or Degree). Graduates enjoy a high placement rate in undergraduate courses at QUT and other Australian universities. Successful completion guarantees a place in the first year of the relevant program in all QUT faculties. Small classes and dedicated staff provide an excellent learning environment while additional support is provided by Language and Welfare Advisers. Some students may need intensive English language preparation at the College's English Language Programs prior to entering a Foundation Program.

### Progression

Conditions of progressing to a guaranteed place in first year of a QUT degree:

- i) fulfil the Foundation course requirements,
- ii) obtain a grade of 5 (Credit) in Communication 2 or an IELTS 6.5 or equivalent,
- iii) achieve the relevant faculty Grade Point Average (GPA) - this is calculated on final semester Level 2 units only.

### Course completion

Students are required to gain **at least** a grade of 4 (Pass) in four units and a grade of 3 (Low Pass) in the remaining unit.

### Required Foundation Grade Point Average by Faculty

- Built Environment - Required GPA 4.6
- Business - Required GPA 4.8
- Creative Industries - Required GPA 4.4
- Education - Required GPA 4.6
- Engineering (except Aerospace Avionics) - Required GPA 4.6
- Engineering - Aerospace Avionics - Required GPA 5.8
- Health (except Nutrition & Dietetics, Optometry, Psychology & Podiatry) - Required GPA 4.6
- Health - Nutrition & Dietetics - Required GPA 5.8
- Health - Optometry & Podiatry - Required GPA 5.8
- Health - Psychology - Required GPA 5.0
- Humanities and Human Services - Required GPA 4.2
- Information Technology - Required GPA 4.8
- Law (except Justice Studies) - Required GPA 4.8
- Law - Justice Studies - Required GPA 4.2
- Science (except Pharmacy) - Required GPA 4.6
- Science - Pharmacy - Required GPA 5.8

N.B. Grades in each unit are awarded on a scale from 1 to 7, with 7 being the highest.

### QC01 - Foundation Program (Full Time course structure)

#### Semester One

- QCF212 Communication 2
- QCF211 Tertiary Preparation Studies 2
- QCF256 Mathematics A2  
OR
- QCF257 Mathematics B2  
OR
- QCF260 Professional Studies  
+ TWO ELECTIVES from the following list
- QCF122 Organisations And Management
- QCF160 Introduction to Creativity
- QCF220 Accounting 2
- QCF221 Economics 2
- QCF254 Physics
- QCF255 Chemistry
- QCF210 Applied Psychology
- QCF230 Information Processing
- QCF252 Life Science
- QCF240 Legal Studies  
  
Note: QCF240 is offered subject to demand and may be offered in alternate semesters only.  
  
Note: QCF252 is only offered in ALTERNATE semesters.  
  
Note: In some semesters some elective units may not be offered if there is insufficient demand.

### Potential Careers:

Academic, Account Executive, Accountant, Actor, Actuary, Administrator, Adult/Workplace Educator, Advertising

Professional, Aerospace Avionics Engineer, Aged Services Worker, Analytical Chemist, Animator, Architect, Art Project Manager, Art Writer, Artist, Arts Administrator, Astrophysicist, Band Leader, Banker, Banking and Finance Professional, Barrister, Biochemist, Bioengineer, Bioinformatician, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Business Analyst, Certified Practising Accountant, Chemical Technologist, Chemist, Chemist Industrial, Child Care Professional, Child Protection Officer, Choreographer, Civil Engineer, Clinical Laboratory Scientist, Coastal Scientist, Community Corrections Officer, Community Education Officer, Community Health Officer, Community Worker, Composer, Computer Games Developer, Computer Salesperson/Marketer, Computer Systems Engineer, Conductor, Conservation Biologist, Construction Manager, Contract Administrator, Corporate Secretary, Corrective Services Officer, Counsellor, Creative Writer, Crown Law Officer, Curator, Customs Officer, D.J, Dance Teacher, Dancer, Data Communications Specialist, Database Manager, Digital Composer, Diplomat, Disability Services Worker, Drama Teacher, Early Childhood Teacher, Ecologist, Economist, Educator, Electrical and Computer Engineer, Electrical Engineer, Electronic Commerce Developer, Engineering Technologist, English Teacher, Environmental Engineer, Environmental Health Officer, Environmental Scientist, Estimator, Exchange Student, Exercise Physiologist, Facilities Manager, Family Services Officer, Fashion Designer, Fashion Professional, Film Composer, Film/Television Producer, Financial Advisor/Analyst, Financial Project Manager, Fitness Assessor/Personal Trainer, Forensic Scientist, Funds Manager, Geologist, Geophysicist, Geoscientist, Government Officer, Guidance Officer, Health Information Manager, Health Physicist, Health Services Manager, Higher Education Worker, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Hydrogeologist, Immunologist, In-House Lawyer, Industrial Chemist, Industrial Designer, Information Officer, Information Security Specialist, Instrument Maker, Interior Designer, International Business Specialist, Internet Professional, Investigator, Investment Manager, Journalist, Kindergarten Teacher, Laboratory Technician (Chemistry), Landscape Architect, Librarian, Manager, Manufacturer, Mapping Scientist/Photogrammetrist, Marine Scientist, Marketing Officer/Manager, Mastering Engineer, Mathematician, Mechanical Engineer, Media Industry Specialist, Medical Biotechnologist, Medical Engineer, Medical Equipment Sales, Medical Imaging Technologist, Medical Physicist, Medical Scientist, Microbiologist, Molecular Biologist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Natural Resource Scientist, Network Administrator, Network Manager, Nurse, Nutritionist/Dietitian, Occupational Health and Safety Officer, Optometrist, Organisational Communication Specialist, Pathology Scientist, Physicist, Plant Biotechnologist, Podiatrist, Police Officer (Australian Federal), Police Officer (State), Policy Officer, Population Ecologist, Preschool Teacher, Primary School Teacher, Programmer, Project Developer, Project Manager, Property Economist, Psychologist, Public Health Officer, Public

Relations Officer/Consultant, Public Servant, Publishing Professional, Quantitative Analyst, Quantity Surveyor, Radiation Therapist, Radiographer, Recording Engineer, Rehabilitation Engineer, Rehabilitation Professionals, Risk Manager, School Counsellor, Secondary School Teacher, Social Scientist, Sociologist, Software Engineer, Solicitor, Song Writer, Sonographer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Sports Scientist, Stage Manager, Statistician, Stockbroker, Surveyor, Systems Analyst, Systems Manager, Systems Programmer, Systems Trainer, TAFE Teacher, Teacher, Technical Officer, TESOL Teacher, Theatre Professionals, Trainer, Translator, Urban and Regional Planner, Urban Designer, Virologist, Visual Artist, Visual Arts Teacher, Web Designer, Youth Worker.

## Foundation Program (2 Semesters) (QC02)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003287M

**Course duration (full-time):** 2 semesters

**International Fees (per semester):** 2007:\$6,750 per semester (*subject to annual review*)

**International Entry:** February, June and October

**Total credit points:** 120

**Standard credit points per full-time semester:** 60

**Course coordinator:** Scott Leisemann

**Campus:** Kelvin Grove

### Entry Requirements-Academic

Successful completion of senior high school with the required grades or successful completion of year 11 high school with very good grades. Students can find country specific entry requirements at the following web site. <http://www.international.qut.edu.au/apply/howtoapply/entryreqs/academic.jsp>

### Entry Requirements - English Language

IELTS 5.5 with no sub-score less than 5.0 or TOEFL 525 (paper) or TOEFL 193 (CBT) or equivalent, or successful completion of the EAP program. (N.B. Students should also check visa requirements).

### Description

The Foundation Program, which has intakes in February, June and October, provides pathways to QUT award programs (Diploma or Degree). Graduates enjoy a high placement rate in undergraduate courses at QUT and other Australian universities. Successful completion guarantees a place in the first year of the relevant program in all QUT faculties. Small classes and dedicated staff provide an excellent learning environment while additional support is provided by Language and Welfare Advisers. Some students may need intensive English language preparation at the College's English Language Programs prior to entering a Foundation Program.

Students who achieve excellent results in the first semester may have the opportunity to study up to two University Diploma units in their final semester for possible credit towards their degree course.

### Course Completion

In order to complete course requirements, students must gain **at least** a grade of 4 (Pass) in nine units and one grade of 3 (Low Pass) in the remaining unit.

### Required Foundation Grade Point Average by Faculty

Built Environment - Required GPA 4.6

Business - Required GPA 4.8

Creative Industries - Required GPA 4.4

Education - Required GPA 4.6

Engineering (except Aerospace Avionics) - Required GPA 4.6

Engineering - Aerospace Avionics - Required GPA 5.8

Health (except Nutrition & Dietetics, Optometry, Psychology

& Podiatry) - Required GPA 4.6

Health - Nutrition & Dietetics - Required GPA 5.8

Health - Optometry & Podiatry - Required GPA 5.8

Health - Psychology - Required GPA 5.0

Humanities and Human Services - Required GPA 4.2

Information Technology - Required GPA 4.8

Law (except Justice Studies) - Required GPA 4.8

Law - Justice Studies - Required GPA 4.2

Science (except Pharmacy) - Required GPA 4.6

Science - Pharmacy - Required GPA 5.8

N.B. Grades in each unit are awarded on a scale from 1 to 7, with 7 being the highest.

### Progression

Conditions of progressing to a guaranteed place in first year of a QUT degree :

- i) fulfil the Foundation course requirements,
- ii) obtain a grade of 5 in Communication 2 or an IELTS 6.5 or equivalent,
- iii) achieve the relevant faculty Grade Point Average (GPA) - this is calculated on final semester Level 2 units only.

Students who do not meet requirements for a guaranteed place in either a QUT degree or University Diploma Program, may still be considered for entry by the relevant faculty.

### New heading

New text

### QC02 - Foundation Program

#### Semester One

QCF112	Communication 1
QCF111	Tertiary Preparation Studies 1
QCF156	Mathematics A1
	OR
QCF157	Mathematics B1
	+ TWO ELECTIVES from the following list
QCF115	Foundation English
QCF120	Accounting 1
QCF121	Economics 1
QCF122	Organisations And Management
QCF153	Physical Sciences 1
QCF160	Introduction to Creativity
QCF240	Legal Studies
QCF252	Life Science

Note: QCF240 is offered subject to demand and may be offered in alternate semesters only. Students should seek advice from the Course Coordinator.

Note: QCF252 is only offered in ALTERNATE semesters. Students should seek advice from the Course Coordinator.

Note: QCF115 is taught 4 hours / week in

13TP1 and only 3 hours / week in 13TP2 & 13TP3. There is no computing component in 13TP2 & 13TP3.

Note: In some semesters some elective units may not be offered if there is insufficient demand.

**Semester Two**

- QCF212 Communication 2
- QCF211 Tertiary Preparation Studies 2
- QCF256 Mathematics A2  
OR
- QCF257 Mathematics B2  
OR
- QCF260 Professional Studies  
+TWO ELECTIVES from the following list
- QCF122 Organisations And Management
- QCF160 Introduction to Creativity
- QCF220 Accounting 2
- QCF221 Economics 2
- QCF254 Physics
- QCF255 Chemistry
- QCF210 Applied Psychology
- QCF230 Information Processing
- QCF240 Legal Studies
- QCF252 Life Science

Approved diploma units (Business, IT or Professional Communication students only). Diploma units can only be taken under special circumstances and with the approval of the Course Coordinator.

Note: QCF240 is offered subject to demand and may be offered in alternate semesters only. Students should seek advice from the Course Coordinator.

Note: QCF252 is only offered in ALTERNATE semesters. Students should seek advice from the Course Coordinator.

Note: In some semesters some elective units may not be offered if there is insufficient demand.

**Potential Careers:**

Academic, Account Executive, Accountant, Actor, Actuary, Administrator, Adult/Workplace Educator, Advertising Professional, Aerospace Avionics Engineer, Aged Services Worker, Analytical Chemist, Animator, Architect, Art Project Manager, Art Writer, Artist, Arts Administrator, Astrophysicist, Band Leader, Banker, Banking and Finance Professional, Barrister, Biochemist, Bioengineer, Bioinformatician, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Biotechnologist, Business Analyst, Cell Biologist, Certified Practising Accountant, Chemical Technologist, Chemist, Chemist Industrial, Child Care Professional, Child Protection Officer, Choreographer, Civil Engineer, Clinical Laboratory Scientist, Coastal Scientist, Community Corrections Officer, Community Education Officer, Community Health Officer,

Community Worker, Composer, Computer Game Programmer, Computer Games Developer, Computer Salesperson/Marketer, Computer Systems Engineer, Conductor, Conservation Biologist, Construction Manager, Contract Administrator, Corporate Secretary, Corrective Services Officer, Counsellor, Creative Writer, Crown Law Officer, Curator, Customs Officer, D.J, Dance Teacher, Dancer, Data Communications Specialist, Database Manager, Digital Composer, Diplomat, Disability Services Worker, Drama Teacher, Early Childhood Teacher, Ecologist, Economist, Educator, Electrical and Computer Engineer, Electrical Contractor, Electrical Engineer, Electronic Commerce Developer, Engineering Technologist, English Teacher, Environmental Engineer, Environmental Health Officer, Environmental Scientist, Estimator, Exchange Student, Exercise Physiologist, Exploration Geologist, Facilities Manager, Family Services Officer, Fashion Designer, Fashion Professional, Film Composer, Film/Television Producer, Financial Advisor/Analyst, Financial Project Manager, Fitness Assessor/Personal Trainer, Forensic Biologist, Forensic Chemist, Forensic Scientist, Funds Manager, Geologist, Geophysicist, Geoscientist, Government Officer, Guidance Officer, Health Information Manager, Health Physicist, Health Services Manager, Higher Education Worker, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Hydrogeologist, Immunologist, In-House Lawyer, Industrial Chemist, Industrial Designer, Information Officer, Information Security Specialist, Instrument Maker, Interior Designer, International Business Specialist, Internet Professional, Investigator, Investment Manager, Journalist, Kindergarten Teacher, Laboratory Technician (Chemistry), Landscape Architect, Librarian, Lighting Designer, Lighting Technician, Luminaire Designer, Manager, Manufacturer, Mapping Scientist/Photogrammetrist, Marine Scientist, Market Research Manager, Marketing Officer/Manager, Mastering Engineer, Mathematician, Mechanical Engineer, Media Industry Specialist, Medical Biotechnologist, Medical Engineer, Medical Equipment Sales, Medical Imaging Technologist, Medical Physicist, Medical Scientist, Microbiologist, Mine Geologist, Molecular Biologist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Natural Resource Scientist, Network Administrator, Network Manager, Nurse, Nutritionist/Dietitian, Occupational Health and Safety Officer, Operations Manager, Optometrist, Organisational Communication Specialist, Pathology Scientist, Pharmaceutical Research Scientist, Physicist, Plant Biotechnologist, Podiatrist, Police Officer (Australian Federal), Police Officer (State), Policy Officer, Population Ecologist, Post-production specialist, Preschool Teacher, Primary School Teacher, Programmer, Project Developer, Project Manager, Property Development, Property Economist, Property Management, Psychologist, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Quantitative Analyst, Quantity Surveyor, Radiation Therapist, Radiographer, Recording Engineer, Rehabilitation Engineer, Rehabilitation Professionals, Research and Development Chemist, Risk Manager, Sales Person, School Counsellor, Secondary School Teacher, Social Scientist, Sociologist, Software

Engineer, Solicitor, Song Writer, Sonographer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Sports Scientist, Stage Manager, Statistician, Stockbroker, Surveyor, Systems Analyst, Systems Manager, Systems Programmer, Systems Trainer, TAFE Teacher, Teacher, Technical Officer, TESOL Teacher, Theatre Lighting, Theatre Professionals, Trainer, Translator, Urban and Regional Planner, Urban Designer, Virologist, Visual Artist, Visual Arts Teacher, Web Designer, Youth Worker.

## **Bridging Program (QC03)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 003518A

**Course duration (full-time):** 1 semester

**International Fees (per semester):** 2007:\$6,750 per semester (*subject to annual review*)

**International Entry:** February, July and October

**Total credit points:** 48

**Standard credit points per full-time semester:** 48

**Course coordinator:** Scott Leisemann

**Campus:** Kelvin Grove

### **Entry Requirements - Academic**

Students must have met the academic entry requirements for their proposed postgraduate or undergraduate course.

### **Entry Requirements- English Language**

IELTS 6.0 with no sub-score less than 5.0 or TOEFL 550 (paper) or TOEFL 213 (CBT) or equivalent, or successful completion of the EAP program (N.B. Students should also check visa requirements).

### **Description**

This program provides two alternative streams. Stream A is designed for students who have not met English and/or prerequisite requirements for their chosen undergraduate or postgraduate course. Most students may undertake one degree unit (for credit) whilst enrolled in a Bridging program. Those with advanced standing may be able to undertake two degree units. Stream B is for students who have met English requirements but not prerequisite requirement for their degree, or who may wish to improve the standard of their academic English. These students may take one or two degree units (for credit) whilst enrolled in the Bridging Program. Both streams include intensive preparation for academic language, lateral thinking, research and presentation skills required for successful tertiary study. Small classes and dedicated staff ensure an excellent learning environment. Additional support is provided by Language and Welfare Advisers.

### **Course Completion**

Students undertaking three Bridging units must obtain at least a grade of 4 (Pass) in two units and a grade of 3 (Low Pass) in the remaining unit.

Students undertaking two Bridging units must obtain at least a grade of 4 (Pass) in one unit and a grade of 3 (Low Pass) in the remaining unit.

### **Progression**

In order to progress to an award course, students must:

- i) fulfil the Bridging course requirements
- ii) gain a minimum grade of 4 (Pass) in Communication 2 or an IELTS 6.5 or equivalent,
- iii) meet any other conditions detailed in the 'letter of offer' from International Student Business Services.

### **QC03 - Bridging Program (Full Time course structure)**

#### **Stream A # ( for those with IELTS 6.0)**

QCD111 Communication 1

QCD211 Communication 2

QCS230 Computing

**DEGREE UNIT**

Undergraduate students will need to enrol in the units QCD110 and QCD210

#### **Stream B ( for those with IELTS 6.5)**

QCD111 Communication 1

QCD211 Communication 2

**DEGREE UNIT One**

**DEGREE UNIT Two**

Undergraduate students will need to enrol in the units QCD110 and QCD210

#### **Note**

#If you have advanced standing, you may be able

to undertake two degree units during your Bridging Program

### **Potential Careers:**

Academic, Account Executive, Accountant, Actor, Actuary, Administrator, Adult/Workplace Educator, Advertising Professional, Aerospace Avionics Engineer, Aged Services Worker, Analytical Chemist, Animator, Architect, Art Project Manager, Art Writer, Artist, Arts Administrator, Astrophysicist, Band Leader, Banker, Banking and Finance Professional, Barrister, Biochemist, Bioengineer, Bioinformatician, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Business Analyst, Certified Practising Accountant, Chemical Technologist, Chemist, Chemist Industrial, Child Care Professional, Child Protection Officer, Choreographer, Civil Engineer, Clinical Laboratory Scientist, Coastal Scientist, Community Corrections Officer, Community Education Officer, Community Health Officer, Community Worker, Composer, Computer Games Developer, Computer Salesperson/Marketer, Computer Systems Engineer, Conductor, Conservation Biologist, Construction Manager, Contract Administrator, Corporate Secretary, Corrective Services Officer, Counsellor, Creative Writer, Crown Law Officer, Curator, Customs Officer, D.J, Dance Teacher, Dancer, Data Communications Specialist, Database Manager, Digital Composer, Diplomat, Disability Services Worker, Drama Teacher, Early Childhood Teacher, Ecologist, Economist, Educator, Electrical and Computer Engineer, Electrical Engineer, Electronic Commerce Developer, Engineering Technologist, English Teacher, Environmental Engineer, Environmental Health Officer, Environmental Scientist, Estimator, Exchange Student, Exercise Physiologist, Facilities Manager, Family Services Officer, Fashion Designer, Fashion Professional, Film Composer, Film/Television Producer, Financial Advisor/Analyst, Financial Project Manager, Fitness Assessor/Personal Trainer, Forensic Scientist, Funds Manager, Geologist, Geophysicist, Geoscientist,



Government Officer, Guidance Officer, Health Information Manager, Health Physicist, Health Services Manager, Higher Education Worker, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Hydrogeologist, Immunologist, In-House Lawyer, Industrial Chemist, Industrial Designer, Information Officer, Information Security Specialist, Instrument Maker, Interior Designer, International Business Specialist, Internet Professional, Investigator, Investment Manager, Journalist, Kindergarten Teacher, Laboratory Technician (Chemistry), Landscape Architect, Librarian, Manager, Manufacturer, Mapping Scientist/Photogrammetrist, Marine Scientist, Marketing Officer/Manager, Mastering Engineer, Mathematician, Mechanical Engineer, Media Industry Specialist, Medical Biotechnologist, Medical Engineer, Medical Imaging Technologist, Medical Physicist, Medical Scientist, Microbiologist, Molecular Biologist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Natural Resource Scientist, Network Administrator, Network Manager, Nurse, Nutritionist/Dietitian, Occupational Health and Safety Officer, Optometrist, Organisational Communication Specialist, Pathology Scientist, Physicist, Plant Biotechnologist, Podiatrist, Police Officer (Australian Federal), Police Officer (State), Policy Officer, Population Ecologist, Preschool Teacher, Primary School Teacher, Programmer, Project Developer, Project Manager, Property Economist, Psychologist, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Quantitative Analyst, Quantity Surveyor, Radiation Therapist, Radiographer, Recording Engineer, Rehabilitation Engineer, Rehabilitation Professionals, Risk Manager, School Counsellor, Secondary School Teacher, Social Scientist, Sociologist, Software Engineer, Solicitor, Song Writer, Sonographer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Sports Scientist, Stage Manager, Statistician, Stockbroker, Surveyor, Systems Analyst, Systems Manager, Systems Programmer, Systems Trainer, TAFE Teacher, Teacher, Technical Officer, TESOL Teacher, Theatre Professionals, Trainer, Translator, Urban and Regional Planner, Urban Designer, Virologist, Visual Artist, Visual Arts Teacher, Web Designer, Youth Worker.

## Extended Foundation Program (3 Semesters) (QC04)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 050167G

**Course duration (full-time):** 3 Semesters

**International Fees (per semester):** 2007:\$14,850 (full course fee) (*subject to annual review*)

**International Entry:** February

**Total credit points:** 132

**Standard credit points per full-time semester:** 13TP1 - 48CP, 13TP2 - 60CP, 13TP3 - 24CP

**Course coordinator:** Scott Leisemann

**Campus:** Kelvin Grove

### Entry Requirements - Academic

Successful completion of senior high school with the required grades or successful completion of year 11 high school with very good grades. Students can find country specific entry requirements at the following web site. <http://www.international.qut.edu.au/apply/howtoapply/entryreqs/academic.jsp>

### Entry Requirements - English Language

IELTS 5.5 with no sub-score less than 5.0 or TOEFL 525 (paper) or TOEFL 193 (CBT) or equivalent, or successful completion of the EAP program. (N.B. Students should also check visa requirements).

### Description

The Extended Foundation Program (QC04), which has an intake in February, provides pathways to QUT award programs (Diploma or Degree). This pathway is designed for students who require additional support with language and adjustment to the Australian educational environment. Successful completion guarantees a place in the first year of the relevant program in all QUT faculties. Small classes and dedicated staff provide an excellent learning environment while additional support is provided by Language and Welfare Advisers.

Students who achieve excellent results in the first semester may have the opportunity to study up to two University Diploma units in their second semester for credit towards their degree course.

### Course Completion

In order to complete the course requirements, students must gain **at least** a grade of 4 (Pass) in ten units, one grade of 3 (Low Pass), and a S (Satisfactory) in Foundation English.

### Progression

Conditions of progressing to a guaranteed place in the first year of a QUT degree:

- i) fulfil the Foundation course requirements,
- ii) obtain a grade of 5 in Communication 2 or an IELTS 6.5 or equivalent,
- iii) obtain a Grade Point Average (GPA) as indicated in the table of Faculty Requirements below - calculated on five (5)

Level 2 units:

Students who do not meet requirements for a guaranteed place in either a QUT degree or University Diploma Program, may still be considered for entry by the relevant faculty.

### Required Foundation Grade Point Average by Faculty

Built Environment - Required GPA 4.6

Business - Required GPA 4.8

Creative Industries - Required GPA 4.4

Education - Required GPA 4.6

Engineering (except Aerospace Avionics) - Required GPA 4.6

Engineering - Aerospace Avionics - Required GPA 5.8

Health (except Nutrition & Dietetics, Optometry, Psychology & Podiatry) - Required GPA 4.6

Health - Nutrition & Dietetics - Required GPA 5.8

Health - Optometry & Podiatry - Required GPA 5.8

Health - Psychology - Required GPA 5.0

Humanities and Human Services - Required GPA 4.2

Information Technology - Required GPA 4.8

Law (except Justice Studies) - Required GPA 4.8

Law - Justice Studies - Required GPA 4.2

Science (except Pharmacy) - Required GPA 4.6

Science - Pharmacy - Required GPA 5.8

N.B. Grades in each unit are awarded on a scale from 1 to 7, with 7 being the highest.

### QC04 - Extended Foundation Program

#### Semester One

QCF115 Foundation English

QCF156 Mathematics A1

OR

QCF157 Mathematics B1

+ TWO ELECTIVES from the following list

QCF120 Accounting 1

QCF121 Economics 1

QCF153 Physical Sciences 1

QCF122 Organisations And Management

QCF252 Life Science

QCF240 Legal Studies

Note: QCF240 is offered subject to demand and may be offered in alternate semesters. Students should seek advice from the Course Coordinator.

Note: QCF252 is only offered in ALTERNATE semesters. Students should seek advice from the Course Coordinator.

Note: QCF115 is taught 4 hours / week in 13TP1 and only 3 hours / week in 13TP2 & 13TP3. There is no computing component in 13TP2 & 13TP3.

Note: In some semesters some elective units may not be offered if there is insufficient demand.

**Semester Two**

- QCF111 Tertiary Preparation Studies 1
- QCF112 Communication 1
- QCF256 Mathematics A2  
OR
- QCF257 Mathematics B2  
OR
- QCF260 Professional Studies  
+ TWO ELECTIVES from the following list
- QCF122 Organisations And Management
- QCF160 Introduction to Creativity
- QCF220 Accounting 2
- QCF221 Economics 2
- QCF254 Physics
- QCF255 Chemistry
- QCF210 Applied Psychology
- QCF230 Information Processing
- QCF240 Legal Studies
- QCF252 Life Science

Approved diploma units (Business, IT or Professional Communication students only). Diploma units can only be taken under special circumstances and with the approval of the Course Coordinator.

Note: QCF240 is offered subject to demand and may be offered in alternate semesters. Students should seek advice from the Course Coordinator.

Note: QCF252 is only offered in ALTERNATE semesters. Students should seek advice from the Course Coordinator.

Note: In some semesters some elective units may not be offered if there is insufficient demand.

**Semester Three (8 Week Teaching Period)**

- QCF211 Tertiary Preparation Studies 2
  - QCF212 Communication 2
- Note: In this semester students focus on the higher level tertiary preparation and communication skills and attend 18 hours of study per week in their classes over a 8 week teaching period.

**Potential Careers:**

Academic, Account Executive, Accountant, Actor, Actuary, Administrator, Adult/Workplace Educator, Advertising Professional, Aerospace Avionics Engineer, Aged Services Worker, Analytical Chemist, Animator, Architect, Art Project Manager, Art Writer, Artist, Arts Administrator, Astrophysicist, Band Leader, Banker, Banking and Finance Professional, Barrister, Biochemist, Bioengineer, Bioinformatician, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Biotechnologist, Business Analyst, Cell Biologist, Certified Practising Accountant, Chemical Technologist, Chemist, Chemist Industrial, Child Care Professional, Child Protection Officer,

Choreographer, Civil Engineer, Clinical Laboratory Scientist, Coastal Scientist, Community Corrections Officer, Community Education Officer, Community Health Officer, Community Worker, Composer, Computer Game Programmer, Computer Games Developer, Computer Salesperson/Marketer, Computer Systems Engineer, Conductor, Conservation Biologist, Construction Manager, Contract Administrator, Corporate Secretary, Corrective Services Officer, Counsellor, Creative Writer, Crown Law Officer, Curator, Customs Officer, D.J, Dance Teacher, Dancer, Data Communications Specialist, Database Manager, Digital Composer, Diplomat, Disability Services Worker, Drama Teacher, Early Childhood Teacher, Ecologist, Economist, Educator, Electrical and Computer Engineer, Electrical Contractor, Electrical Engineer, Electronic Commerce Developer, Engineering Technologist, English Teacher, Environmental Engineer, Environmental Health Officer, Environmental Scientist, Estimator, Exchange Student, Exercise Physiologist, Exploration Geologist, Facilities Manager, Family Services Officer, Fashion Designer, Fashion Professional, Film Composer, Film/Television Producer, Financial Advisor/Analyst, Financial Project Manager, Fitness Assessor/Personal Trainer, Forensic Biologist, Forensic Chemist, Forensic Scientist, Funds Manager, Geologist, Geophysicist, Geoscientist, Government Officer, Guidance Officer, Health Information Manager, Health Physicist, Health Services Manager, Higher Education Worker, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Hydrogeologist, Immunologist, In-House Lawyer, Industrial Chemist, Industrial Designer, Information Officer, Information Security Specialist, Instrument Maker, Interior Designer, International Business Specialist, Internet Professional, Investigator, Investment Manager, Journalist, Kindergarten Teacher, Laboratory Technician (Chemistry), Landscape Architect, Librarian, Manager, Manufacturer, Mapping Scientist/Photogrammetrist, Marine Scientist, Market Research Manager, Marketing Officer/Manager, Mastering Engineer, Mathematician, Mechanical Engineer, Media Industry Specialist, Medical Biotechnologist, Medical Engineer, Medical Equipment Sales, Medical Imaging Technologist, Medical Physicist, Medical Scientist, Microbiologist, Molecular Biologist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Natural Resource Scientist, Network Administrator, Network Manager, Nurse, Nutritionist/Dietitian, Occupational Health and Safety Officer, Optometrist, Organisational Communication Specialist, Pathology Scientist, Pharmaceutical Research Scientist, Physicist, Plant Biotechnologist, Podiatrist, Police Officer (Australian Federal), Police Officer (State), Policy Officer, Population Ecologist, Post-production specialist, Preschool Teacher, Primary School Teacher, Programmer, Project Manager, Property Development, Property Economist, Psychologist, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Quantitative Analyst, Quantity Surveyor, Radiation Therapist, Radiographer, Recording Engineer, Rehabilitation Engineer, Rehabilitation Professionals, Research and Development Chemist, Risk Manager, Sales Person, School Counsellor, Scientist, Secondary School

Teacher, Social Scientist, Sociologist, Software Engineer, Solicitor, Song Writer, Sonographer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Sports Scientist, Stage Manager, Statistician, Stockbroker, Surveyor, Systems Analyst, Systems Manager, Systems Programmer, Systems Trainer, TAFE Teacher, Teacher, Technical Officer, TESOL Teacher, Theatre Lighting, Theatre Professionals, Trainer, Translator, Urban and Regional Planner, Urban Designer, Virologist, Visual Artist, Visual Arts Teacher, Web Designer, Youth Worker.

## English for Academic Purposes for degree programs (QC10)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 011424G

**Course duration (full-time):** 12 weeks

**International Fees (per semester):** 2007:\$3,720 per 12 week session + \$100 non-refundable enrolment fee (*subject to annual review*)

**International Entry:** March, July and October (dates are designed to allow entry to selected semester of next course)

**Total credit points:** 48

**Course coordinator:** Judith Douse

**Campus:** Kelvin Grove

Academic Writing

Listening and Note-taking from Lectures

Speaking in Academic Settings

Academic Study Skills

Computer Word-processing and Internet research skills

Library research skills

### Entry Requirements - Academic

To be eligible for entry, applicants must either:

1. Have an offer of a place in a QUT degree program and successfully complete the relevant EAP entry test; or

2. Produce original documentary evidence of an IELTS score of a minimum 5.5 with no sub-score less than 5.0 (or approved equivalent).

\* You should check the English language requirements for a Student Visa from your country of origin.

### Description

The aim of the EAP course is to assist international students to upgrade their English proficiency level to meet university entry requirements. The course is designed to prepare students for independent study and to familiarise them with an Australian academic setting in terms of study techniques and student/lecturer relations and expectations.

### Course Completion

To be eligible to receive EAP certification at the end of the course, students must complete all course requirements.

On successful completion of the course, students will receive a Completion & Attendance Certificate and a Statement of Results.

### Progression

Successful completion of an EAP course is a pathway into QUT International College Foundation, Diploma, Certificate or Bridging programs; or QUT undergraduate or postgraduate award programs. The course is recognised by all QUT faculties.

### Course structure

#### Modules

QCE003 English for Academic Purposes for Direct Entry to QUT

The EAP course consists of the following integrated modules:

Seminars and Presentations

Academic Reading and Note-taking

## General English (QC20)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 011426E

**Course duration (full-time):** 5 weeks

**International Fees (per semester):** 2007:\$1,550 per 5 week session + \$100 non-refundable enrolment fee (*subject to annual review*)

**International Entry:** 9 entry dates per year.

**Total credit points:** 20

**Course coordinator:** Ian Davies (ip.davies@qut.edu.au)

**Campus:** Kelvin Grove

excursions (which may incur some additional, minimal cost)

Electives Activities Program

Computer-based language learning

Independent learning skills

### Entry Requirements - English Language

Students should check visa requirements in relation to English entry levels.

### Description

This course offers English language and study skills for students preparing for entry to EAP, Foundation, Certificate and Diploma programs and QUT undergraduate and postgraduate award programs.

There are also non-academic English language courses at all levels from elementary to advanced. These courses include excursions and activities (which may incur some additional, minimal cost).

All English language courses include 25 hours of classes per week and there are new intakes approximately every five weeks.

### Course Completion

On completion of the course, students will receive a Completion/Proficiency Certificate and an Attendance Certificate.

### Progression

Progress is monitored on a student profile which is created for each student over the length of the course. All assessment results (formative/summative/diagnostic) are recorded.

Students can progress from General English into the EAP course or other programs. Progression is subject to entry requirements.

### QC20 - General English

#### General English

QCE001 General English (Full-time)

While specific content varies according to level, broadly the course consists of:

English Language Structures & Systems

Grammar

Vocabulary

Integrated Skills Development (reading, writing, speaking, listening)

Cultural Studies, including field trips and

## General English Extension (QC21)

**Year offered:** 2007

**Admissions:** Yes

**Course duration (full-time):** 5 weeks

**International Fees (per semester):** 2007:\$1,550 per 5 week session + \$100 non-refundable enrolment fee (*subject to annual review*)

**International Entry:** Every 5 weeks

**Total credit points:** 20

**Course coordinator:** Ian Davies (ip.davies@qut.edu.au)

**Campus:** Kelvin Grove

speaking, listening)

Cultural Studies, including field trips and excursions (which may incur some additional, minimal cost)

Electives Activities Program

Computer-based language learning

Independent learning skills

### Entry Requirements - English Language

Students should check visa requirements in relation to English entry levels.

This course is for students enrolled in QC20 General English and wishes to continue their enrolment in General English.

### Description

This course offers English language and study skills for students preparing for entry to EAP, Foundation, Certificate and Diploma programs and QUT undergraduate and postgraduate award programs.

There are also non-academic English language courses at all levels from beginners to advanced. These courses include excursions and activities (which may incur some additional, minimal cost).

All English language courses include 25 hours of classes per week and there are new intakes every five weeks.

### Course Completion

On completion of the course, students will receive a Completion/Proficiency Certificate and an Attendance Certificate.

### Progression

Progress is monitored on a student profile which is created for each student over the length of the course. All assessment results (formative/summative/diagnostic) are recorded.

Students can progress from General English into the EAP course or other programs. Progression is subject to entry requirements.

### QC21 - General English Extension

#### General English Extension

QCE001 General English (Full-time)

While specific content varies according to level, broadly the course consists of:

English Language Structures & Systems

Grammar

Vocabulary

Integrated Skills Development (reading, writing,

## **English for Tertiary Preparation (QC22)**

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 045062C

**Course duration (full-time):** 2 weeks

**International Fees (per semester):** 2007: \$620 + \$100 non-refundable enrolment fee (*subject to annual review*)

**International Entry:** February, June and October

**Total credit points:** 8

**Course coordinator:** Michael Miller (mj.miller@qut.edu.au)

**Campus:** Kelvin Grove

### **Entry Requirements**

Academic requirements:

An offer of acceptance for a QUT Foundation or University Diploma course.

English requirements:

An IELTS score of at least 5.5 (with sub-scores of at least 5.0) or approved equivalent.

### **Description**

The course aims to enhance the English language proficiency of students who already meet the IELTS requirements for their Foundation or University Diploma Program. ETP teaches and practices academic writing, reading, listening and speaking.

The course assists students with the adjustment to studying at an Australian university.

### **Course Completion**

On completion of the course, students will receive a Completion and Attendance Certificate.

### **QC22 - English for Tertiary Preparation**

English for Tertiary Preparation

QCE005 English for Tertiary Preparation Studies



## University Study Abroad Certificate (UO80)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 050556E

**International Fees (per semester):** 2007: \$8,000 per semester (*subject to annual review*)

**International Entry:** February and July

**Campus:** Gardens Point, Kelvin Grove and Carseldine

## University Study Abroad Diploma (UO90)

**Year offered:** 2007

**Admissions:** Yes

**CRICOS code:** 012704B

**International Fees (per semester):** 2007: \$8,000 per semester (*subject to annual review*)

**International Entry:** February and July

**Campus:** Gardens Point, Kelvin Grove and Carseldine