### **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 realworld 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 BEc(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) MOrgPsych, 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	

	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 Practicing 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 organisationÀs 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 FacultyÀs 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 todayÀs 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	Δ	_ 12	cradit	points
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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 FacultyÀs 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 **IBN421** Marketing Internationally Plus: AMN406 Project

Two Approved AMN Electives

#### **Potential Careers:**

Marketing Officer/Manager.

or

# 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**

AMN442

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

Marketing Management

#### **Course Structure**

Part A - 48 credit points

, <u>.</u>	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

BSN404 Project 1

plus 18cps of elective studies

Or

Plus either:

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** 

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

Company Auditing

\*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 Practicing 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 sills, 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
- 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 internal 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

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.gut.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

(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
EEN//20	Introduction To Financial Manage

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 Flective 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	Α	- 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

#### **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
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.

# 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 Ethics for Philanthropic and Nonprofit **GSN483** Organisations Management for Philanthropic and Nonprofit **GSN484** Organisations Legal Issues for Philanthropic and Nonprofit **GSN485** Organisations **GSN486** Accounting Issues for Philanthropic & Nonprofit Organisations Marketing for the Nonprofit Sector **GSN487** Fundraising Development Principles **GSN488** Fundraising Development Techniques **GSN489** Plus either: **BSN404** Project 1 plus 18cps of elective studies

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 Ef

\*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: IntroductionAMN421 Contemporary Issues in AdvertisingAMN423 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	

Governance Issues in Accounting

#### **Part-Time Course Structure**

#### Year 1, Semester 1

AYN507

**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 Coordinator 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 Fir	nance		
	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 Ma	rketing 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 Re study in HI	esource Management - For students without prior RM		
	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			
Interdiscipl	linary			
Interdiscipl	linary  Any 48 credit points across the Faculty of Business.			
	Any 48 credit points across the Faculty of			
	Any 48 credit points across the Faculty of Business.			
	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48)			
Internation	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following:			
Internation	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following:  Global Business Operations			
Internation	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following:  Global Business Operations  Plus one unit from:			
Internation IBN408 IBN403	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following:  Global Business Operations  Plus one unit from:  Business in Asia			
Internation IBN408 IBN403 IBN404	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe			
Internation IBN408 IBN403 IBN404	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following:  Global Business Operations  Plus one unit from:  Business in Asia  Business in Europe  Business in Australia			
Internation IBN408 IBN403 IBN404 IBN435	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from:			
Internation IBN408 IBN403 IBN404 IBN435 IBN409	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders			
Internation IBN408 IBN403 IBN404 IBN435 IBN409 IBN410 IBN421	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders International Logistics Management			
Internation IBN408 IBN403 IBN404 IBN435 IBN409 IBN410	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders International Logistics Management Marketing Internationally			
Internation IBN408 IBN403 IBN404 IBN435 IBN409 IBN410 IBN421 Marketing	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders International Logistics Management Marketing Internationally  Students are required to complete the following 4 units (48 credit points):			
Internation IBN408 IBN403 IBN404 IBN435 IBN409 IBN410 IBN421 Marketing	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders International Logistics Management Marketing Internationally  Students are required to complete the following 4 units (48 credit points): Consumer Behaviour			
Internation IBN408 IBN403 IBN404 IBN435 IBN409 IBN410 IBN421 Marketing AMN400 AMN400	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders International Logistics Management Marketing Internationally  Students are required to complete the following 4 units (48 credit points): Consumer Behaviour Marketing and Survey Research			
Internation IBN408 IBN403 IBN404 IBN435 IBN409 IBN410 IBN421 Marketing	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders International Logistics Management Marketing Internationally  Students are required to complete the following 4 units (48 credit points): Consumer Behaviour Marketing and Survey Research Marketing Management			
Internation IBN408 IBN403 IBN404 IBN435 IBN409 IBN410 IBN421 Marketing AMN400 AMN400	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders International Logistics Management Marketing Internationally  Students are required to complete the following 4 units (48 credit points): Consumer Behaviour Marketing and Survey Research Marketing Management Elective unit			
Internation IBN408 IBN403 IBN404 IBN435 IBN409 IBN410 IBN421 Marketing AMN400 AMN400	Any 48 credit points across the Faculty of Business.  al Business  Students are required to complete 4 units (48 credit points) from the following: Global Business Operations Plus one unit from: Business in Asia Business in Europe Business in Australia Plus two units from: Negotiating Across Borders International Logistics Management Marketing Internationally  Students are required to complete the following 4 units (48 credit points): Consumer Behaviour Marketing and Survey Research Marketing Management			

postgraduate units offered by the School of Advertising, Marketing and Public Relations			null  Advertising, International Business, Marketing,
Philanthropy and Nonprofit Studies			Public Relations
Due to unit availability, this major is only		BSN502	Research Methodology
	available in part-time mode. Therefore, it is not available to international students who must		or
	maintain a full-time study load.	AMN403	Marketing and Survey Research
	Students are required to complete 8 units (48 credit points) from the following:	BSN503	Plus Research Seminar
GSN481	Philanthropic and Nonprofit Frameworks of Governance	BSN412	Qualitative Research and Analytical
GSN482	Philanthropic and Nonprofit Economics		Techniques Elective unit
GSN483	Ethics for Philanthropic and Nonprofit		The elective unit must be selected from
GSN484	Organisations  Management for Philanthropic and Nonprofit Organisations		postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator.
GSN485	Legal Issues for Philanthropic and Nonprofit		null
	Organisations		Banking and Finance
GSN486	Accounting Issues for Philanthropic & Nonprofit Organisations	BSN506	Econometric Methods
	Plus choose one of the following pairs of units:	EFN504	Finance Honours
GSN408	Fundamentals of Marketing Management	EFN505	Financial Risk Management
GSN487	Marketing for the Nonprofit Sector		Elective unit
0011407	OR		The elective unit must be selected from
GSN488	Fundraising Development Principles		postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator.
GSN489	Fundraising Development Techniques		null
Public Mar	nagement		Economics
MGN426	International Trends in Public Management	BSN506	Econometric Methods
MGN402	Government-Business Relations	EFN500	Contemporary Macroeconomic Theory
MGN516	Policy Analysis	EFN502	Developments in Microeconomic Theories
MGN517	Program Evaluation		Elective unit
			The elective unit must be selected from
Public Rela			postgraduate units offered by the Faculty of Business, subject to the approval of the School
	Students are required to complete the following 4 units (48 credit points):		Research Coordinator.
AMN461	Corporate Media Strategy and Tactics		null
AMN465	Public Relations Management		Human Resource Management
AMN46X	Public Relations Elective unit	BSN502	Research Methodology
	Elective unit	BSN503	Research Seminar
	This elective unit must be selected from	MGN506	Contemporary Issues in HRM
	postgraduate units offered by the School of Advertising, Marketing & Public Relations		Elective unit
	, tare treating, marketing a rabble relatione		The elective unit must be selected from postgraduate units offered by the Faculty of
Research	Accountancy		Business, subject to the approval of the School Research Coordinator.
AYN433	•		null
BSN507	Research Topics in Accounting Research Methods		Management
		BSN502	Research Methodology
BSN412	Qualitative Research and Analytical Techniques	BSN503	Research Seminar
	Elective unit	MGN507	Contemporary Issues in Management
	The elective unit must be selected from		Elective unit
	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.

#### **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/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. (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

BSD122	Quantitative Analysis and Finance
BSD115	Management, People and Organisations
BSD119	International and Electronic Business

Communication for Business 2

#### **Potential Careers:**

Semester Two

QCD210

Academic, Account Executive, Accountant, Actuary, Administrator, Adult/Workplace Educator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing 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

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

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

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

**Business Law and Ethics** BSB111 **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

#### Year 5, Semester 1

**AYB301** Auditing

> Double Major/Extended Major/Specialisation unit

#### Major Year 5, Semester 2 Double Major/Extended Major/Specialisation Year 1, Semester 1 unit **BSB110** Accounting Elective unit **BSB111 Business Law and Ethics** Year 6, Semester 1 **BSB113 Economics** Double Major/Extended Major/Specialisation BSB115 Management, People and Organisations unit Elective unit Year 1, Semester 2 **AYB121** Financial Accounting Year 6, Semester 2 **BSB119** International and Electronic Business Elective unit BSB122 Quantitative Analysis and Finance Elective unit **BSB126** Marketing **Accountancy with Professional Accounting Extended** Major Year 2, Semester 1 AYB220 Company Accounting Year 1, Semester 1 AYB223 Law of Business Associations **BSB110** Accounting **BSB114** Government, Business and Society BSB111 **Business Law and Ethics EFB101 Data Analysis for Business BSB113 Economics** BSB115 Management, People and Organisations Year 2, Semester 2 AYB221 Computerised Accounting Systems Year 1, Semester 2 AYB225 Management Accounting AYB121 Financial Accounting AYB325 **Taxation Law BSB119** International and Electronic Business Extended Major unit BSB122 Quantitative Analysis and Finance BSB126 Marketing Year 3, Semester 1 AYB301 Auditing Year 2, Semester 1 Extended Major unit AYB220 Company Accounting Extended Major unit BSB114 Government, Business and Society Elective unit EFB101 **Data Analysis for Business EFB210** Finance 1 Year 3, Semester 2 Extended Major unit Year 2, Semester 2 Elective unit AYB221 Computerised Accounting Systems Elective unit AYB223 Law of Business Associations Elective unit AYB225 Management Accounting EFB102 **Economics 2 Extended Major Units** Students are required to select four units from Year 3, Semester 1 the following: **AYB301** Auditing **AYB305** Company Law and Practice AYB321 Strategic Management Accounting AYB312 Financial Institutions Law **AYB325 Taxation Law** AYB323 Tax Planning Elective unit AYB328 **Taxation of Business Entities** AYB337 Goods and Services Tax Year 3, Semester 2 From Semester 1, 2007, AYB320 Advanced AYB311 Financial Accounting Issues Taxation Law has replaced AYB337 Goods and Services Tax, AYB323 Tax Planning and Elective unit AYB328 Taxation of Business Entities. Elective unit Students who have completed two of the three units are not eligible to enrol in AYB320 Elective unit Advanced Taxation Law. Students who require further advice should consult the School of **Accountancy with Business Law and Tax Extended**

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 wtih 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

BUSINESS			
AYB323	Tax Planning	Year 6, Se	emester 1
AYB328	Taxation of Business Entities	AYB339	Accountancy Capstone
AYB337	Goods and Services Tax		Elective unit
	From Semester 1, 2007, AYB320 Advanced	V 0 0-	over a star 2
Taxation Law has replaced AYB337 Goods and Services Tax, AYB323 Tax Planning and		Year 6, Se	
	AYB328 Taxation of Business Entities. Students who have completed two of the three		Elective unit
	units are not eligible to enrol in AYB320		Elective unit
	Advanced Taxation Law. Students who require further advice should consult the School of Accountancy.	Accountancy with Professional Accounting Extended Major	
Accountar	ncy with Professional Accounting Extended	Year 1, Se	emester 1
Major		BSB110	Accounting
Year 1, Se	moster 1	BSB111	Business Law and Ethics
BSB110	Accounting	BSB113	Economics
BSB113	Economics	BSB115	Management, People and Organisations
DODIIO	Economics	V 4.0	
Year 1, Se	mester 2	Year 1, Se	
AYB121	Financial Accounting	AYB121	Financial Accounting
BSB122	Quantitative Analysis and Finance	BSB119	International and Electronic Business
V 0.0		BSB122	Quantitative Analysis and Finance
Year 2, Se		BSB126	Marketing
	BSB111 Business Law and Ethics Year 2, Semester 1		emester 1
BSB115	Management, People and Organisations	AYB220	Company Accounting
Year 2, Se	mester 2	BSB114	Government, Business and Society
BSB119	International and Electronic Business	AYB225	Management Accounting
BSB126	Marketing	EFB101	Data Analysis for Business
Year 3, Semester 1 Year 2, Semester 2			
BSB114	Government, Business and Society	AYB221	
EFB101	Data Analysis for Business	AYB223	Computerised Accounting Systems  Law of Business Associations
LI DIOI	Bata / Walyolo for Baomoco	EFB210	Finance 1
Year 3, Se	mester 2	AYB311	
AYB221	Computerised Accounting Systems	AIDSII	Financial Accounting Issues
AYB223	Law of Business Associations	AVD221	Or Strategie Management Associating
Year 4, Se	mester 1	AYB321	Strategic Management Accounting
AYB220	Company Accounting	Year 3, Se	emester 1
EFB210	Finance 1	AYB301	Auditing
LIBZIO	Tillando T	AYB311	Financial Accounting Issues
Year 4, Se	mester 2		or
AYB225	Management Accounting	AYB321	Strategic Management Accounting
AYB311	Financial Accounting Issues	AYB325	Taxation Law
Year 5, Se	mester 1		Elective unit
AYB301	Auditing	Year 3, Se	amastar 2
AYB325	Taxation Law	AYB339	
0_0		A10008	Accountancy Capstone Elective unit
Year 5, Se	mester 2		Elective unit
AYB321	Strategic Management Accounting		Elective unit
	Elective unit		LICOLIVE WHILE

Accountancy with Business Law and Tax Extended

Major			
		Year 1, Se	emester 1
Year 1, Se		BSB110	Account
BSB110	Accounting	BSB111	Busines
BSB113	Economics	BSB113	Econom
Year 1, Se	emester 2	BSB115	Manage
AYB121	Financial Accounting	Year 1, Se	emester 2
BSB122	Quantitative Analysis and Finance	AYB121	Financia
Year 2, Se	amastar 1	BSB119	Internati
BSB111	Business Law and Ethics	BSB122	Quantita
BSB115		BSB126	Marketir
פווספם	Management, People and Organisations		
Year 2, Se	emester 2	Year 2, Se	
BSB119	International and Electronic Business	AYB220	Compan
BSB126	Marketing	AYB223	Law of E
Year 3, Se	omastar 1	BSB114	Governr
BSB114		EFB101	Data An
EFB101	Government, Business and Society	Year 2, Se	emester 2
ELDINI	Data Analysis for Business	AYB221	Compute
Year 3, Se	emester 2	AYB225	Manage
AYB221	Computerised Accounting Systems	AYB325	Taxation
AYB223	Law of Business Associations	AYB305	Compan
Year 4, Se	omastar 1		·
AYB220	Company Accounting	Year 3, Se	
AIDZZU	Elective unit	AYB301	Auditing
	Elective unit	AYB312	Financia
Year 4, Se	emester 2	AYB320	Advance
AYB225	Management Accounting	AYB311	Financia
AYB305	Company Law and Practice		or
Year 5, Se	emester 1	AYB321	Strategio
AYB301	Auditing	Year 3, Se	emester 2
AYB325	Taxation Law	AYB339	Account
711111111111111111111111111111111111111	Taxason Eaw		Elective
Year 5, Se	emester 2		Elective
AYB311	Financial Accounting Issues		Elective
	or		
AYB321	Strategic Management Accounting	Potential	
	Elective unit	Account E Adult/Wo	
Year 6, Se	emester 1	Certified	•
10010,00		Exchange	

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB115	Management, People and Organisations
Year 1, Se	emester 2
AYB121	Financial Accounting
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance
BSB126	Marketing
Year 2, Se	emester 1
AYB220	Company Accounting
AYB223	
BSB114	Government, Business and Society
EFB101	Data Analysis for Business
Year 2, Se	emester 2
AYB221	Computerised Accounting Systems
AYB225	Management Accounting
AYB325	Taxation Law
AYB305	Company Law and Practice
Year 3, Se	emester 1
AYB301	Auditing
AYB312	Financial Institutions Law
AYB320	Advanced Taxation Law
AYB311	Financial Accounting Issues
	or
AYB321	Strategic Management Accounting
Year 3, Se	emester 2
AYB339	Accountancy Capstone

Elective unit (Recommend: EFB210 Finance 1) Elective unit Elective unit

#### tential Careers:

count Executive, Accountant, Actuary, Administrator, ult/Workplace Educator, Banker, Business Analyst, rtified Practicing 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.

## Year 6, Semester 2

AYB312

AYB320 **Advanced Taxation Law AYB339 Accountancy Capstone** 

Elective unit

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

Financial Institutions Law

## 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

**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

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

Double Major/Extended Major/Specialisation unit

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

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

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**

Year 1 Semester 1	
BSB113	Economics
BSB119	International and Electronic Business
BSB122	Quantitative Analysis and Finance

Quantitative Analysis and Finance BSB122

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

Management, People and Organisations **BSB115** 

EFB101 Data Analysis for Business

EFB102 **Economics 2** 

Year 2 Semester 1

BSB111 **Business Law and Ethics** 

**BSB114** Government, Business and Society

EFB210 Finance 1

Double Major/Extended Major/Specialisation

unit

Year 2 Semester 2

**EFB307** Finance 2

Double Major/Extended Major/Specialisation

unit

Double Major/Extended Major/Specialisation

unit

Elective unit

Year 3 Semester 1

**EFB201 Financial Markets** 

Double Major/Extended Major/Specialisation

Double Major/Extended Major/Specialisation

unit

Elective unit

Year 3 Semester 2

EFB312 International Finance

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

**BSB114** Government, Business and Society

BSB126 Marketing

Year 2, Semester 2

BSB110 Accounting

BSB122 Quantitative Analysis and Finance

Year 3, Semester 1

BSB111 **Business Law and Ethics** 

EFB210 Finance 1

Year 3, Semester 2

EFB101 **Data Analysis for Business** 

Double Major/Extended Major/Specialisation

unit

Year 4, Semester 1

**EFB307** Finance 2

Elective unit

Year 4, Semester 2

Double Major/Extended Major/Specialisation

unit

Double Major/Extended Major/Specialisation

Year 5, Semester 1

EFB201 Financial Markets

Double Major/Extended Major/Specialisation

unit

#### Year 5, Semester 2

Elective unit

#### Year 6, Semester 1

Double Major/Extended Major/Specialisation

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 Practicing 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)

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

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

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

**Business Law and Ethics** 

#### 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

Double Major/Extended Major/Specialisation

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					

Year 1, Semester 2

**BSB119** 

**BSB115** Management, People and Organisations

International and Electronic Business

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

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

Double Major/Extended Major/Specialisation

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

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 (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.
- 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

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

BSB114

Government, Business and Society

000122	Quantitative Analysis and I mance	000114	Government, Dusiness and Society
BSB126	Marketing	MGB207	Human Resource Issues and Strategy
Year 1, Se	omastar 2	MGB220	Management Research Methods
		MGB211	Organisational Behaviour
BSB114	Government, Business and Society	V00-	
MGB207	Human Resource Issues and Strategy	Year 2 Se	
MGB220	Management Research Methods	BSB110	Accounting
MGB211	Organisational Behaviour	BSB111	Business Law and Ethics
Year 2, Se	emester 1	BSB113	Economics
BSB110	Accounting	MGB221	Performance and Reward
BSB111	Business Law and Ethics	Year 2 Se	mester 2
MGB221	Performance and Reward	MGB320	Recruitment and Selection
MGB315	Personal and Professional Development	MGB331	Training and Development
Year 2, Se	·		Double Major/Extended Major/Specialisation unit
BSB113	Economics		Double Major/Extended Major/Specialisation
MGB331	Training and Development		unit
MGB320	Recruitment and Selection	Year 3 Se	mastar 1
	Elective unit	rear 5 Se	Double Major/Extended Major/Specialisation
			unit
Year 3, Se	emester 1  The Legal Context of Employment Relations		Double Major/Extended Major/Specialisation unit
MGDZUT	HRM Option Unit		Elective unit
	Elective unit		Elective unit
	Elective unit		Liective unit
	Elective drift	Year 3 Se	mester 2
Year 3, Se	emester 2		Double Major/Extended Major/Specialisation
MGB305	Human Resource Management Strategy and		unit
MODO44	Policy		Double Major/Extended Major/Specialisation unit
MGB314	Organisational Consulting and Change		Elective unit
	HRM Option Unit		Elective unit
	Elective unit		
HRM Opti	on Unit List:		The unit MGB220 Management Research
	Choose 2 of the following:		Methods and AMB201 Market and Audience Research are incompatible units. Students
MGB209	Occupational Health and Safety Management		undertaking Marketing or Public Relations as a double major should contact the school for
MGB224	Australian Industrial Relations		enrolment advice. From Semester 2, 2003
MGB304	Human Resource Information Management		students who complete both MGB220 & AMB201 will be required to undertake an
MGB325	Advanced Practice in Training and Development		approved substitute unit to satisfy course requirements.
MGB338 Human Resource Management Workplace Learning		Part-Time	Course Structure

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

Learning

BSB122

Quantitative Analysis and Finance

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

# Year 1, Semester 2 BSB122 Quantitative Analysis and Finance BSB115 Management, People and Organisations

Government, Business and Society

#### Year 2, Semester 1

Year 1, Semester 1

**Economics** 

BSB113

**BSB114** 

	BUS	SINESS			
MGB220	Management Research Methods	Year 1, Semester1			
MGB211	Organisational Behaviour	BSB115	Management, People and Organisations		
Year 2, Se	omastar 2	BSB119	International and Electronic Business		
BSB119	International and Electronic Business	BSB122	Quantitative Analysis and Finance		
MGB207	Human Resource Issues and Strategy	BSB126	Marketing		
Year 3, Se	emester 1	Year 1, Se	emester 2		
BSB110	Accounting	BSB114	Government, Business and Society		
MGB221	Performance and Reward	MGB207	Human Resource Issues and Strategy		
MODZZI	1 Chomanec and Neward	MGB220	Management Research Methods		
Year 3, Se	emester 2	MGB211	Organisational Behaviour		
BSB126	Marketing	Vaar 2 Ca	amaatan 1		
MGB320	Recruitment and Selection	Year 2, Se			
Year 4, Se	emester 1	BSB110 BSB111	Accounting Business Law and Ethics		
BSB111	Business Law and Ethics	MGB221	Performance and Reward		
ВОВТТ	Double Major/Extended Major/Specialisation				
	Unit	MGB315	Personal and Professional Development		
Year 4, Se	emester 2	Year 2, Se			
MGB331	Training and Development	BSB113	Economics		
	Elective unit	MGB320	Recruitment and Selection		
\		MGB331	Training and Development		
Year 5, Se			Elective unit		
	Double Major/Extended Major/Specialisation unit	Year 3, Se	emester 1		
	Double Major/Extended Major/Specialisation	MGB201	The Legal Context of Employment Relations		
	unit		HRM Option Unit		
Year 5, Se	emester 2		Elective unit		
, , ,	Double Major/Extended Major/Specialisation unit		Elective unit		
	Elective unit	Year 3, Se	emester 2		
Year 6, Se		MGB305	Human Resource Management Strategy and Policy		
1 cai 0, 36	Double Major/Extended Major/Specialisation	MGB314	Organisational Consulting and Change		
	Unit		HRM Option Unit		
	Elective unit		Elective unit		
Year 6, Se	emester 2	Human Re	esource Management Option List:		
	Double Major/Extended Major/Specialisation		Choose two of the following:		
	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** 

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

Year 1, Semester 2

BSB126 Marketing

BSB122 Quantitative Analysis and Finance

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

Development

MGB338 Human Resource Management Workplace

Learning

#### **Potential Careers:**

Administrator, Government Officer, Human Resource Developer, Human Resource Manager, Manager.

# 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

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, Ser	mester 2				
DCD111	Covernment Business and Society				

BSB114	Government, Business and Society
BSB122	Quantitative Analysis and Finance
IBB202	Fundamentals of International Finance
IBB213	International Marketing

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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:

**IBB308** 

Students must complete one of the following pairs of area study units:

Contemporary Business in Europe

IBB208 European Business Development

Or

IBB217 Asian Business DevelopmentIBB317 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

#### 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

Area Stud	y Options:	IBB101	Business in Australia
	Students must select one of the following pairs	IBB205	Cross-Cultural Communication and Negotiation
IBB208	of area study units: European Business Development	IBB223	Emerging Technologies and International Business
IBB308	Contemporary Business in Europe	IBB231	Business Study Tour to China
	OR	IBB232	Business Study Tour to India
IBB217	Asian Business Development	IBB301	Institutional Development & Business Dynamics
IBB317	Contemporary Business in Asia	IBB303	International Logistics
Internatio	nal Business with International Business	IBB306	Risk Management in International Business
Extended	Major	IBB312	Special Topic - International Business
Year 1, Se	emester 1	Area Stud	v Ontions
BSB113	Economics	/ lica olaa	Students must complete one of the following
BSB115	Management, People and Organisations		pairs of area study units:
BSB119	International and Electronic Business	IBB208	European Business Development
BSB126	Marketing	IBB308	Contemporary Business in Europe OR
Year 1, Se	emester 2	IBB217	Asian Business Development
BSB114	Government, Business and Society	IBB317	Contemporary Business in Asia
BSB122	Quantitative Analysis and Finance		, .
IBB202	Fundamentals of International Finance	Internatio	nal Business with Language Specialisation
IBB213	International Marketing	Year 1, Se	emester 1
Year 2, Se	emester 1	BSB113	Economics
BSB110	Accounting	BSB119	International and Electronic Business
BSB111	Business Law and Ethics	BSB126	Marketing
IBB210	Export Management		Language 1
	Area Study 1	Year 1, Se	emester 2
Year 2, Se	emester 2	BSB115	Management, People and Organisations
IBB311	Globalisation and Theoretical Perspectives on	IBB210	Export Management
	Internationalisation	IBB213	International Marketing
	Area Study 2		Language 2
	International Business Extended Major unit	Vacua C. C.	amontos 1
	Elective unit	Year 2, Se	Business Law and Ethics
Year 3, Se	emester 1	BSB114	Government, Business and Society
IBB304	Global Industry Analysis	D3D114	Area Study 1
	International Business Extended Major unit		Language 3
	International Business Extended Major unit		Language 3
	Elective unit	Year 2, Se	emester 2
		BSB110	Accounting
Year 3, Se		BSB122	Quantitative Analysis and Finance
IBB300	International Business Strategy		Area Study 2
	International Business Extended Major unit		Language 4
	Elective unit	Year 3, Se	emester 1
	Elective unit	IBB202	Fundamentals of International Finance
Extended	Major Units	וטטבטב	Elective unit
	Four of the following units must be selected		Elective unit
	including one level 3 unit (IBB3xx).		PLUS ONE OF THE FOLLOWING:

Language 5 Year 4, Semester 2 OR **IBB300** International Business Strategy **IBB205** Cross-Cultural Communication and Negotiation **IBB311** Globalisation and Theoretical Perspectives on Internationalisation Year 3, Semester 2 Year 5, Semester 1 **IBB300** International Business Strategy Area Study 1 Elective unit International Business Extended Major unit Elective unit PLUS ONE OF THE FOLLOWING: Year 5, Semester 2 Language 6 Area Study 2 OR Elective unit International Business Elective unit (IBB2xx or IBB3xx) Year 6, Semester 1 International Business Extended Major unit **Area Study Options** Elective unit Students must complete one of the following pairs of area study units: Year 6, Semester 2 **IBB208 European Business Development** Elective unit **IBB308** Contemporary Business in Europe Elective unit **Extended Major Units IBB217** Asian Business Development **IBB317** Four of the following units must be selected Contemporary Business in Asia including one level 3 unit (IBB3xx) **International Business with International Business IBB101** Business in Australia **Extended Major IBB205** Cross-Cultural Communication and Negotiation **IBB223 Emerging Technologies and International** Year 1, Semester 1 Rusiness **BSB114** Government, Business and Society **IBB231 Business Study Tour to China BSB119** International and Electronic Business **IBB232** Business Study Tour to India Year 1, Semester 2 **IBB301** Institutional Development & Business **Dynamics BSB110** Accounting **IBB303** International Logistics **BSB115** Management, People and Organisations **IBB306** Risk Management in International Business Year 2, Semester 1 **IBB312** Special Topic - International Business **BSB113 Economics Area Study Options** BSB126 Marketing Students must complete one of the following pairs of area study units: Year 2, Semester 2 **IBB208 European Business Development IBB202** Fundamentals of International Finance **IBB308** Contemporary Business in Europe **IBB213** International Marketing Year 3, Semester 1 **IBB217** Asian Business Development **IBB210 Export Management IBB317** Contemporary Business in Asia International Businesss Extended Major unit International Business with Language Specialisation Year 3, Semester 2

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**BSB111** 

**BSB122** 

**IBB304** 

Year 4, Semester 1

**Business Law and Ethics** 

Global Industry Analysis

International Businesss Extended Major unit

Quantitative Analysis and Finance

Year 1, Semester 1

Year 1, Semester 2

Language 1

International and Electronic Business

Management, People and Organisations

**BSB119** 

**BSB115** 

OR

Language 2 **IBB217** Asian Business Development Year 2, Semester 1 **IBB317** Contemporary Business in Asia BSB126 Marketing International Business with International Business Language 3 **Extended Major** Year 2, Semester 2 Year 1, Semester 1 BSB113 **Economics BSB113 Economics** Language 4 **BSB115** Management, People and Organisations Year 3, Semester 1 **BSB119** International and Electronic Business **BSB122** Quantitative Analysis and Finance **BSB126** Marketing PLUS ONE OF THE FOLLOWING: Year 1, Semester 2 Language 5 **BSB114** Government, Business and Society OR **BSB122** Quantitative Analysis and Finance **IBB205** Cross-Cultural Communication and Negotiation **IBB202** Fundamentals of International Finance Year 3, Semester 2 **IBB213** International Marketing **BSB114** Government, Business and Society Year 2, Semester 1 **IBB213** International Marketing **BSB110** Accounting Year 4, Semester 1 **BSB111 Business Law and Ethics BSB111 Business Law and Ethics IBB210 Export Management** Elective unit Area Study 1\* Year 4. Semester 2 Year 2, Semester 2 **IBB202** Fundamentals of International Finance **IBB311** Globalisation and Theoretical Perspectives on Internationalisation PLUS ONE OF THE FOLLOWING: **IBB205** Cross-Cultural Communication and Negotiation Language 6 Area Study 2\* OR Elective unit International Business Unit (IBB2xx, IBB3xx) Year 3, Semester 1 Year 5, Semester 1 **IBB304** Global Industry Analysis **IBB210 Export Management** International Business Extended Major unit Area Study 1 Elective unit Year 5. Semester 2 Elective unit **IBB300** International Business Strategy Year 3, Semester 2 Area Study 2 **IBB300** International Business Strategy Year 6, Semester 1 **IBB303** International Logistics **BSB110** Accounting International Business Extended Major unit Elective unit Elective unit Year 6. Semester 2 **Area Study Options** Elective unit \*Students must complete one of the following Elective unit pairs of area study units: **IBB208 European Business Development Area Study Options IBB308** Contemporary Business in Europe Students must complete one of the following OR pairs of area study units: **IBB217** Asian Business Development **IBB208 European Business Development IBB317** Contemporary Business in Asia **IBB308** Contemporary Business in Europe

**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

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

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 approvement advices.

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.

	BUSINESS	
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

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

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

#### 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.

#### **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

#### 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 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

#### 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, Sen	nester 1
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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

#### Year 3, Semester 2

AMB341 Strategic Marketing

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

#### **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)**

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

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

**BSB115** Management, People and Organisations

Double Major/Extended Major/Specialisation

Double Major/Extended Major/Specialisation

unit

Year 2, Semester 1

AMB201 Marketing and Audience Research

**AMB261** Media Relations and Publicity

**BSB110** Accounting

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

Year 3, Semester 1

**AMB360** Corporate Communication Management

Double Major/Extended Major/Specialisation

unit

Elective unit

Elective unit

Year 3, Semester 2

**AMB361 Public Relations Campaigns** 

Double Major/Extended Major/Specialisation

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.

**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

unit

Year 2, Semester 2

AMB261 Media Relations and Publicity

**BSB115** Management, People and Organisations

Year 3, Semester 1

BSB110 Accounting

Double Major/Extended Major/Specialisation

Year 3, Semester 2

AMB201 Marketing and Audience Research

Double Major/Extended Major/Specialisation

unit

Year 4, Semester 1

**Public Relations Writing AMB262** 

**BSB111 Business Law and Ethics** 

Year 4, Semester 2

**AMB360** Corporate Communication Management

**BSB113 Economics** 

Year 5, Semester 1

**AMB361 Public Relations Campaigns** 

Double Major/Extended Major/Specialisation

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.

**Public Relations with Public Relations Extended Major** 

Year 1 Semester 1

**BSB114** Government, Business and Society

International and Electronic Business **BSB119** 

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

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
- 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

- 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

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 Austalia (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 Austalia (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

International and Electronic Business

CTB122 Quantitative Analysis and Finance

#### Year 1, Semester 2

**CTB119** 

CTB110 Accounting
CTB113 Economics

CTB115 Management, People and Organisations

CTB126 Marketing

	· · · · · · · · · · · · · · · · · · ·	<u> </u>	
Year 2, Se	emester 1		Elective unit
CTB201	Marketing and Audience Research	Year 3, Se	emester 1
CTB232	Managing Organisations	CTB207	Human Resource Issues and Strategy
CTB240	Marketing Planning and Management	CTB223	Creating New Enterprises
	Elective unit	0.222	Elective unit
Year 2, Se	emester 2		Elective unit
CTB211	Organisational Behaviour		
CTB234	Production and Service Management	Year 3, Se	
CTB200	Consumer Behaviour	CTB309	Strategic Management
CTB340	Services Marketing	CTB334	Managing in a Changing Environment
	or Elective unit	CTB290	Finance 1
			Elective unit
Year 3, Se			Management Major with Marketing Minor
	Elective unit	Course St	ructure
	Elective unit	Year 1, Se	emester 1
	Elective unit	CTB111	Business Law and Ethics
	Elective unit	CTB119	International and Electronic Business
Year 3, Se	emester 2		1 0
CTB309	Strategic Management	Year 1, Se	
CTB334	Managing in a Changing Environment	CTB110	Accounting
CTB341	Strategic Marketing	CTB115	Management, People and Organisations
CTB253	International Marketing	Year 2, Se	emester 1
	or Elective unit	CTB114	Government, Business and Society
	Management with Small Business ent Minor Course structure	CTB122	Quantitative Analysis and Finance
		Year 2, Se	
Year 1, Se	emester 1	CTB113	Economics
CTB111	Business Law and Ethics	CTB126	Marketing
CTB114	Government, Business and Society	Year 3, Se	emester 1
CTB119	International and Electronic Business	CTB201	Marketing and Audience Research
CTB122	Quantitative Analysis and Finance	CTB232	Managing Organisations
Year 1, Se	emester 2	Year 3, Se	emester 2
CTB110	Accounting	CTB309	Strategic Management
CTB113	Economics	CTB334	Managing in a Changing Environment
CTB115	Management, People and Organisations		wanaging in a Ghanging Environment
CTB126	Marketing	Year 4, Se	
Year 2, Se	emester 1	CTB240	Marketing Planning and Management
CTB201	Marketing and Audience Research		Elective Unit
CTB232	Managing Organisations	Year 4, Se	emester 2
CTB221	Computerised Accounting Systems	CTB211	Organisational Behaviour
	Elective unit	CTB234	Production and Service Management
\ <u>'</u>		Voor F. O.	·
Year 2, Se		Year 5, Se	
CTB211	Organisational Behaviour		Elective unit
CTB234	Production and Service Management		Elective unit
	Elective unit	Year 5, Se	emester 2

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

**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

		CTB111	Business Law and Ethics
Year 1, Se	mester 1	CTB114	Government, Business and Society
CTB111	Business Law and Ethics	CTB119	International and Electronic Business
CTB119	International and Electronic Business	CTB122	Quantitative Analysis and Finance
Year 1, Se	mester 2	Year 1, Se	emester 2
CTB110	Accounting	CTB110	Accounting
CTB115	Management, People and Organisations	CTB113	Economics
Year 2, Se	mester 1	CTB115	Management, People and Organisations
CTB114	Government, Business and Society	CTB126	Marketing
CTB122	Quantitative Analysis and Finance	Year 2, Se	emester 1
Year 2, Se	mastar 2	CTB201	Marketing and Audience Research
CTB113	Economics	CTB240	Marketing Planning and Management
CTB113	Marketing	CTB221	Computerised Accounting Systems
			Elective unit
Year 3, Se		Year 2, Se	emester 2
CTB201	Marketing and Audience Research	CTB200	Consumer Behaviour
CTB240	Marketing Planning and Management	CTB200	Services Marketing
Year 3, Se	mester 2	CTB290	Finance 1
CTB253	International Marketing	012200	Elective unit
CTB334	Managing in a Changing Environment		
\\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \		Year 3, Se	
Year 4, Se		CTB207	Human Resource Issues and Strategy
	Elective unit	CTB223	Creating New Enterprises
	Elective unit	CTB221	Computerised Accounting Systems
Year 4, Se	mester 2		Elective unit
CTB200	Consumer Behaviour	Year 3, Se	emester 2
CTB340	Services Marketing	CTB341	Strategic Marketing
Year 5, Se	mester 1	CTB253	International Marketing
CTB232	Managing Organisations		Elective unit
	Elective unit		Elective unit
Vacr F Ca	montos 2		Marketing Major with Small Business
Year 5, Se CTB341	Strategic Marketing	Managem	ent Minor Course structure
CTB341	Strategic Management	Year 1, Se	emester 1
01000	or Elective unit	CTB111	Business Law and Ethics
		CTB119	International and Electronic Business
Year 6, Se		V1 0-	
	Elective unit	Year 1, Se	
	Elective unit	CTB110	Accounting  Management Repuls and Organizations
Year 6, Se	mester 2	CTB115	Management, People and Organisations
CTB211	Organisational Behaviour	Year 2, Se	emester 1
CTB234	Production and Service Management	CTB114	Government, Business and Society
Full-Time !	Marketing Major with Small Business	CTB122	Quantitative Analysis and Finance
Management Minor Course structure		Year 2, Se	emester 2
V 4 2		CTB113	Economics
Year 1, Se	mester 1		

### 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 gradepoint 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**

#### Accountancy

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.

#### Advertising

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:

	BUSII	NESS	
AMN403 BSN502	Marketing and Survey Research		The elective unit may be taken from any postgraduate unit offered by the School of
	Research Methodology		Accountancy or School of Economics and Finance, subject to the approval of the Subject
BSN503	Research Seminar		Area Coordinator or Head of School
BSN412	Qualitative Research and Analytical Techniques		Plus
	Plus choose two Elective units:	BSN501	Dissertation
	The elective units may be selected from any 12	BSN501-2	Dissertation
	credit point postgraduate unit offered by the School of Advertising, Marketing and Public	BSN501-3	Dissertation
	Relations, in the specialisation area	BSN501-4	Dissertation
	(Advertising), subject to the approval of the Subject Area Coordinator.		Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a
DONEO4 4	Plus		seminar detailing their research proposal.
	Dissertation	Human Re	source Management
	Dissertation		Students must complete four units (48 credit
	Dissertation		points) and a dissertation (48 credit points)
BSN501-4	Dissertation		Two Compulsory Core Units:
	Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a	BSN502	Research Methodology
	seminar detailing their research proposal.	BSN503	Research Seminar
Banking an	d Finance		Plus two of the following units:
Danking an	Students must complete three prescribed units	MGN506	Contemporary Issues in HRM
	(36 credit points), one elective (12 credit	MGN508	HRM Cases
	points), and a dissertation (48 credit points).		Elective unit
DOMESS	One Compulsory Core Unit:		The elective unit may be undertaken from a 12 credit point postgraduate unit offered in t School of Management or other postgradua
BSN506	Econometric Methods		
	Plus two Banking and Finance Units:		unit, with the approval of the subject area coordinator.
EFN504	Finance Honours		Plus
EFN505	Financial Risk Management	BSN501-1	Dissertation
	Plus choose one Elective unit:	BSN501-2	Dissertation
	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	BSN501-3	Dissertation
		BSN501-4	Dissertation
	Coordinator or Head of School		Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a
DONEO4 4	Plus		seminar detailing their research proposal.
	Dissertation	Internation	al Business
	Dissertation	momation	Students must complete two prescribed units
	Dissertation		(24 credit points), two electives (24 credit
BSIN301-4	Dissertation		points), and a dissertation (48 credit points).
	Whilst enrolled in part one of the Dissertation (BSN501-1) students are required to present a		Two Compulsory Core Units:
	seminar detailing their research proposal.	BSN502	Research Methodology
Economics		BSN503	Research Seminar
	Students must complete three prescribed units		Plus two Elective units:
	(36 credit points), one elective (12 credit points), and a dissertation (48 credit points).		The elective units may be taken from any 12 credit point postgraduate unit offered by the School of International Business, in the
	One Compulsory Core Unit:		specialisation area (International Business),
BSN506	Econometric Methods		subject to the approval of the Subject Area Coordinator
	Plus two Economics Units:		Plus
EFN500	Contemporary Macroeconomic Theory	BSN501-1	Dissertation
EFN502	Developments in Microeconomic Theories	BSN501-2	Dissertation
	Plus one Elective unit:	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.

#### Management

Students must complete four prescribed units (48 credit points) and a dissertation (48 credit

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

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 Practicing 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.

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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

	<del></del>		· · · · · · · · · · · · · · · · · · ·
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
	Plus two Elective units:		approval of the Subject Area Coordinator.
	These elective units may be taken from any approved 12 credit point postgraduate unit in		Plus:
	the specialisation area (Advertising), subject to	BSN600-1	Thesis
	approval of the Subject Area Coordinator.	BSN600-2	Thesis
	Plus:	BSN600-3	Thesis
BSN600-1		BSN600-4	Thesis
BSN600-2		BSN600-5	Thesis
BSN600-3	Thesis	BSN600-6	Thesis
BSN600-4	Thesis	BSN600-7	Thesis
BSN600-5	Thesis	BSN600-8	Thesis
BSN600-6	Thesis		
BSN600-7	Thesis	Entreprene	eurship & Innovation
BSN600-8 Banking &			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		Three Compulsory Core units:
	(36 credit points), one elective unit (12 credit point), and a thesis (96 credit points) as	GSN234	Contemporary Issues in Entrepreneurship
	follows:	BSN502	Research Methodology
	One Compulsory Core unit:	BSN503	Research Seminar
BSN506	Econometric Methods	20.1000	Plus one Elective unit:
	Plus two Banking and Finance units:		This elective unit may be taken from any
EFN504	Finance Honours		approved 12 credit point postgraduate unit in
EFN505	Financial Risk Management		the specialisation area (Entrepreneurship & Innovation), subject to approval of the Subject
	Plus one Elective unit:		Area Coordinator.
	This elective unit may be taken from any		Plus:
	approved 12 credit point postgraduate unit offered by the Faculty of Business, subject to	BSN600-1	Thesis
	approval of the Subject Area Coordinator.	BSN600-2	Thesis
	Plus:	BSN600-3	Thesis
BSN600-1	Thesis	BSN600-4	Thesis
BSN600-2	Thesis	BSN600-5	Thesis
BSN600-3	Thesis	BSN600-6	Thesis
BSN600-4	Thesis	BSN600-7	Thesis
BSN600-5	Thesis	BSN600-8	Thesis
BSN600-6	Thesis	Luman Ba	aguraa Managamant
BSN600-7	Thesis	numan Ke	source Management Under the umbrella of Human Resources
BSN600-8			Management, students may also be able to undertake a thesis in Employee Relations.
Economics	Students must complete three prescribed units (36 credit points), one elective unit (12 credit		Students must complete four units (48 credit points) and a thesis (96 credit points) as follows:
	points), and a thesis (96 credit points) as follows:		Two Compulsory Core units:
	One Compulsory Core unit:	BSN502	Research Methodology
BSN506	Econometric Methods	BSN503	Research Seminar
2014000	Plus two Economics units:		Plus:
EFN500	Contemporary Macroeconomic Theory		Elective unit
LI INJUU	Contemporary Macroeconomic Theory		

#### 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

#### 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

3SN503 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

DONUUU-3 IIIGSIS

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

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

DO11000 1 1110010

BSN600-8 Thesis

#### Marketing

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

#### **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:

Mankatina and Comerce

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

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 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

#### **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 Stru	ucture
	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

		711120	
	Elective Units:	GSN412	Business Law 1
	Choose 24 credit points from list of electives		Required Units:
	below	GSN472	Legal Principles of Corporate Governance
	Elective List:		Elective Units:
AYN414	Cost and Management Accounting		Choose 6 credit points from list of electives
AYN416	Financial Accounting 1		below
AYN417	Financial Accounting 2		Elective List:
AYN418	Financial Accounting 3	AYN412	Company Law
AYN424	International Accounting	GSN224	Corporate Philanthropy
AYN443	Electronic Commerce Cycles	GSN233	Special Topic in Philanthropy and Nonprofit Studies
Business (	Communication	GSN422	Business Law 2
	Minor	GSN427	Financial Planning and Control
	Core Unit:	GSN456	Personal Development and Ethics for
SN407	Business Communication		Managers
	Required Unit:	GSN480	Business Sustainability and Competitive Advantage
SSN417	Effective Advocacy for Managers	GSN483	Ethics for Philanthropic and Nonprofit
	Elective Units:		Organisations
	Choose 12 credit points from list of electives below	GSN484	Management for Philanthropic and Nonprofit Organisations
	Concentration	GSN485	Legal Issues for Philanthropic and Nonprofit
	Core Unit:	0011400	Organisations
SN407	Business Communication	GSN486	Accounting Issues for Philanthropic & Nonpr Organisations
	Required Unit:		
SN417	Effective Advocacy for Managers	Economic	
	Elective Units:		Minor
	Choose 24 credit points from list of electives		Core Unit:
	below	GSN491	Economics in Business 1
	Elective List:		Required Unit:
MN465	Public Relations Management	GSN492	Economics in Business 2
SN457	Organisational Communication and Influence		Elective Units:
SSN462	Negotiation Strategies		Choose 12 credit points from list of electives below
SSN496	Public Relations and Crisis Management		Concentration:
QCD110	Communication for Business 1		Core Units:
QCD210	Communication for Business 2	CCN1404	Economics in Business 1
Corporate	Governance	GSN491	
	Required Units:	GSN492	Required Units: Economics in Business 2
	Minor	G3N492	
	Core Units:		Elective Units:
SN404	Financial Statements Analysis		Choose 24 credit points from list of electives below
SN412	Business Law 1		Elective List:
SN473	Corporate Governance and Accountability	BSN506	Econometric Methods
2.30	Required Units:	EFN410	Economic and Financial Modelling
SN472	Legal Principles of Corporate Governance	EFN500	Contemporary Macroeconomic Theory
	Concentration	EFN502	Developments in Microeconomic Theories
	Core Units:		Students undertaking EFN500 and EFN502
3SN404	Financial Statements Analysis		would need to have completed the equivaler
	•		of a second year undergraduate Economics degree at a recognised university. This would
GSN405	Strategic Management		involve completing intermediate undergradu

	macro and micro economics at the very least.		Elective List:
Entreprene	eurship	GSN430	New Venture Funding
	Minor	GSN434	Venture Capital
	Core Unit:	GSN479	Spreadsheet Modelling for Managers
GSN410	Entrepreneurship	GSN492	Economics in Business 2
GSN416	Business Plans 1	EFN401	Advanced Financial Institutions Management
GSN460	Creative Problem Solving	EFN412	Advanced Managerial Finance
	Required Units:	EFN414	International Finance
GSN420	New Venture Strategy	EFN415	Security Analysis
	Concentration	EFN416	Treasury and Portfolio Management
	Core Units:	EFN506	Advanced International Finance
GSN410	Entrepreneurship	Health Sei	rvices Management
GSN416	Business Plans 1	i lealtii Sei	Minor
GSN460	Creative Problem Solving		Core Units:
	Required Units:	GSN491	Economics in Business 1
GSN420	New Venture Strategy	G311491	Required Units:
0011120	Elective Units:	PUN640	
	Choose 12 credit points from list of electives	PUN040	Health Care Delivery and Reform Elective Units:
	below		Choose 6 credit points from list of electives
	Elective List:		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
GSN494	Innovating for Business Competitiveness		below
Finance			Elective List:
Tillalice	Minor	LWS006	Health, Ethics And The Law
	Core Units:	PUP415	Occupational Health
GSN413	Financial Management 1	PUN608	Health Economics
GSN491	Economics in Business 1	PUN649	Health Care Financial Management
9311431	Required Units:	PUN632	Health Services Management, Leadership and Change
GSN423	Financial Management 2	PUN615	Advanced Health Service Management
0011420	Elective Units:	PUN617	Environmental Health Management
	Choose 6 credit points from list of electives below	PUN688	International Health Policy and Management
	Concentration	Human Re	esource Management
	Core Units:		Minor
GSN413	Financial Management 1		Core Units:
GSN491	Economics in Business 1	GSN406	Human Resource Management Issues
2001	Required Units:	GSN409	Organisational Behaviour 1
GSN423	Financial Management 2		Required Units:
20.1120	Elective Units:	MGN427	Human Resource Management
	Choose 18 credit points from list of electives		Concentration

GSN406	Human Resource Management Issues		Choose 30 credit points from list of electives below
GSN409	Organisational Behaviour 1		Elective List:
	Required Units:	GSN428	International Study Tour
MGN427	Human Resource Management	GSN444	Special Topic 1
	Elective Units:	GSN452	International Human Resource Management
	Choose 12 credit points from list of electives below	GSN462	Negotiation Strategies
	Elective list:	AYN424	International Accounting
GSN419	Organisational Behaviour 2	EFN414	International Finance
GSN432	New Venture Leadership and HRM	IBN403	Business in Asia
GSN452	International Human Resource Management	IBN404	Business in Europe
MGN505	Consulting and Change Management	IBN409	Negotiating Across Borders
MGN421	Strategic HRM	IBN410	International Logistics Management
		IBN421	Marketing Internationally
Information	n Technology Management	IBN435	Business in Australia
	Minor		
0011155	Required Units:	Leadership	
GSN490	Managing Technological Innovation		Minor
	Elective Units:		Core Units:
	Choose 24 credit points from list of electives below	GSN407	Business Communication
	Concentration	GSN415	Understanding Leadership
	Required Units:		Required Units:
GSN490	Managing Technological Innovation	GSN425	Leadership Development
	Elective Units:		Elective Units:
	Choose 36 credit points from list of electives below		Choose 6 credit points from list of electives below
	Elective List:		Concentration
ITN201			Core Units:
	Enterprise Architecture  Major Issues in Information Systems	GSN407	Business Communication
ITN220 ITN228	Enterprise Systems	GSN415	Understanding Leadership
ITN226 ITN241	' '		Required Units:
ITN241 ITN255	Information Technology Management	GSN417	Effective Advocacy for Managers
	Knowledge Management	GSN425	Leadership Development
ITN264	Information Systems Consulting		Elective Units:
ITN266 ITN272	Information Management Information Technology Project Management		Choose 12 credit points from list of electives below
ITN298	Process Engineering		Elective List:
ITN330	Information Issues and Values	GSN417	Effective Advocacy for Managers
Indoor '	ad Dusinasa	GSN432	New Venture Leadership and HRM
internation	nal Business Minor	GSN456	Personal Development and Ethics for
	Core Unit:	0011157	Managers
GSN401		GSN457	Organisational Communication and Influence
G3N401	Managing in the Global Business Environment Elective Units:	GSN480	Business Sustainability and Competitive Advantage
	Choose 18 credit points from list of electives	GSN496	Public Relations and Crisis Management
	below	MGN505	Consulting and Change Management
	Concentration	Marketing	
0011404	Core Unit:		Minor
GSN401	Managing in the Global Business Environment Elective Units:		Core Units:

GSN408	Fundamentals of Marketina Management	GSN483	Ethics for Philanthropic and Nanarofit
G3N4U8	Fundamentals of Marketing Management Required Units:	G0N483	Ethics for Philanthropic and Nonprofit Organisations
GSN418	Marketing Strategy Development	GSN484	Management for Philanthropic and Nonprofit Organisations
	Elective Units:	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
	Choose 12 credit points from list of electives below	GSN486	Accounting Issues for Philanthropic & Nonprofit
	Concentration	0001407	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	Project Ma	anagement
	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
AMN421	Contemporary Issues in Advertising		below
AMN423	Strategies for Creative Advertising	0011400	Elective List:
AMN461	Corporate Media Strategy and Tactics	GSN438	Production and Operations Management 1
AMN465	Public Relations Management	GSN441	Risk Management 2
Philanthro	py and Nonprofit Studies	GSN461	Making Change Work
	Minor	GSN477	Contract Management
	Required Units:	GSN479	Spreadsheet Modelling for Managers
GSN224	Corporate Philanthropy	Public Mar	nagement
GSN481	Philanthropic and Nonprofit Frameworks of		Minor:
	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:	Strategy	
	Choose 12 credit points from list of electives below		Minor
	Elective List:		Core Units:
GSN233	Special Topic in Philanthropy and Nonprofit	GSN405	Strategic Management
	Studies		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

#### **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:		
	Calant a major (49 gradit points) from any of	

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 undertake 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

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

		IIILOO	
	Marketing	GSN420	New Venture Strategy
	Philanthropy & Nonprofit Studies	GSN426	Business Plans 2
	Project Management	GSN429	New Venture Marketing
	Public Management	GSN430	New Venture Funding
	Strategy		Elective units:
	For a list of units to be undertaken for Concentrations and Minors refer to the GS40		Choose 18 credit points from the following elective units:
	Master of Business Administration course structure.	GSN427	Financial Planning and Control
	Structure.	GSN431	New Venture Growth and Transitions
MAJORS		GSN432	New Venture Leadership and HRM
ccounting		GSN434	Venture Capital
CCOunting	Core Units:	GSN479	Spreadsheet Modelling for Managers
SN404	Financial Statements Analysis	GSN494	Innovating for Business Competitiveness
3311404	Required Units:	_	
SN427	Financial Planning and Control	Finance	
1011427	Elective units:		Core Units:
	Choose 48 credit points from the following	GSN413	Financial Management 1
	elective units:	GSN491	Economics in Business 1
YN412	Company Law		Required Units:
YN414	Cost and Management Accounting	GSN423	Financial Management 2
YN416	Financial Accounting 1		Elective units:
YN417	Financial Accounting 2		Choose 42 credit points from the following elective units:
YN418	Financial Accounting 3	GSN430	New Venture Funding
YN424	International Accounting	GSN434	Venture Capital
YN443	Electronic Commerce Cycles	GSN479	Spreadsheet Modelling for Managers
Conomic		GSN492	Economics in Business 2
conomics	Core Units:	EFN401	Advanced Financial Institutions Manageme
SN491		EFN412	Advanced Managerial Finance
33N49 I	Economics in Business 1	EFN414	International Finance
SCN400	Required Units:	EFN415	Security Analysis
SSN492	Economics in Business 2	EFN416	Treasury and Portfolio Management
	Elective units:	EFN506	Advanced International Finance
	Choose 48 credit points from the following elective units:		, tavanesa mamananan manes
SN506	Econometric Methods	Information	Technology Management
FN410	Economic and Financial Modelling		Core Units:
FN500	Contemporary Macroeconomic Theory	GSN490	Managing Technological Innovation
FN502	Developments in Microeconomic Theories		Elective units:
	Sudents undertaking EFN500 and EFN502 would need to have completed the equivalent		Choose 54 credit points from the following elective units:
	of a second year undergraduate degree at a recognised University. This would involve	GSN447	Strategic Internet Marketing 1
	completing intermediate undergraduate macro	ITN201	Enterprise Architecture
	and micro economics at the very least.	ITN220	Major Issues in Information Systems
intreprene	eurship	ITN228	Enterprise Systems
	Core Units:	ITN241	Information Technology Management
		ITN255	Knowledge Management
SN410	Entrepreneurship		
SSN410 SSN416	Entrepreneurship Business Plans 1	ITN264	Information Systems Consulting
SSN410 SSN416 SSN460	Entrepreneurship Business Plans 1 Creative Problem Solving	ITN264 ITN266	Information Systems Consulting Information Management

LLNZ98 Process Engineering	ITN298	Process Engineering
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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

Qualitative Research and Analytical BSN412

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 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 t a b l e a t http://www.bgsb.qut.com/prosstudents/admissioninfo/entryr equire/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 w e b s i t e a t http://www.bgsb.qut.edu.au/study/mba/mbacourses/executiv

e.jsp

#### **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

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 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

#### **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 Str	ucture
	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:

	BUS	DINE 22	
AYN414 AYN416	Cost and Management Accounting Financial Accounting 1		Choose 6 credit points from list of electives below
AYN417	Financial Accounting 2		Elective List:
AYN418	Financial Accounting 3	AYN412	Company Law
AYN424	International Accounting	GSN224	Corporate Philanthropy
AYN443	Electronic Commerce Cycles	GSN233	Special Topic in Philanthropy and Nonprofit Studies
Business (	Communication	GSN422	Business Law 2
	Minor	GSN427	Financial Planning and Control
	Core Unit:	GSN456	Personal Development and Ethics for Managers
GSN407	Business Communication Required Unit:	GSN480	Business Sustainability and Competitive Advantage
GSN417	Effective Advocacy for Managers Elective Units:	GSN483	Ethics for Philanthropic and Nonprofit Organisations
	Choose 12 credit points from list of electives below	GSN484	Management for Philanthropic and Nonprofit Organisations
	Concentration	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN407	Core Unit: Business Communication	GSN486	Accounting Issues for Philanthropic & Nonprofi Organisations
	Required Unit:	Economic	s
GSN417	Effective Advocacy for Managers	20011011110	Minor
	Elective Units:		Core Unit:
	Choose 24 credit points from list of electives below	GSN491	Economics in Business 1
	Elective List:		Required Unit:
AMN465	Public Relations Management	GSN492	Economics in Business 2
GSN457	Organisational Communication and Influence		Elective Units:
GSN462	Negotiation Strategies		Choose 12 credit points from list of electives
GSN496	Public Relations and Crisis Management		below Concentration:
QCD110	Communication for Business 1		Core Units:
QCD210	Communication for Business 2	GSN491	Economics in Business 1
0 1		G311491	Required Units:
Corporate	Governance	GSN492	Economics in Business 2
	Required Units:	0311432	Elective Units:
	Minor		Choose 24 credit points from list of electives
CCNIADA	Core Units:		below
GSN404	Financial Statements Analysis		Elective List:
GSN412	Business Law 1	BSN506	Econometric Methods
GSN473	Corporate Governance and Accountability	EFN410	Economic and Financial Modelling
CCN1470	Required Units:	EFN500	Contemporary Macroeconomic Theory
GSN472	Legal Principles of Corporate Governance	EFN502	Developments in Microeconomic Theories
	Concentration Core Units:		Students undertaking EFN500 and EFN502 would need to have completed the equivalent of a second year undergraduate Economics
GSN404	Financial Statements Analysis		degree at a recognised university. This would
GSN405	Strategic Management		involve completing intermediate undergraduate macro and micro economics at the very least.
GSN412	Business Law 1		·
OON 470	Required Units:	Entrepren	·
GSN472	Legal Principles of Corporate Governance		Minor
	Elective Units:		Core Unit:

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:	1114-0	M
GSN410	Entrepreneurship	Health Sei	rvices Management
GSN416	Business Plans 1		Minor
GSN460	Creative Problem Solving	0001404	Core Units:
	Required Units:	GSN491	Economics in Business 1
GSN420	New Venture Strategy	DUNCAO	Required Units:
	Elective Units:	PUN640	Health Care Delivery and Reform
	Choose 12 credit points from list of electives below		Elective Units: Choose 6 credit points from list of electives
	Elective List:		below
GSN426	Business Plans 2		Coro Unite:
GSN429	New Venture Marketing	GSN491	Core Units: Economics in Business 1
GSN430	New Venture Funding	G5N491	
GSN431	New Venture Growth and Transitions	DUNE40	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:
Einanaa		LWS006	Health, Ethics And The Law
Finance	Minor	PUP415	Occupational Health
	Minor Core Units:	PUN608	Health Economics
GSN413		PUN649	Health Care Financial Management
GSN413	Financial Management 1 Economics in Business 1	PUN632	Health Services Management, Leadership an
GSN491			Change
			•
CSNASS	Required Units:	PUN615	Advanced Health Service Management
GSN423	Financial Management 2	PUN617	Advanced Health Service Management Environmental Health Management
GSN423	Financial Management 2 Elective Units:		Advanced Health Service Management
GSN423	Financial Management 2	PUN617 PUN688	Advanced Health Service Management Environmental Health Management International Health Policy and Management
GSN423	Financial Management 2  Elective Units:  Choose 6 credit points from list of electives	PUN617 PUN688	Advanced Health Service Management Environmental Health Management
GSN423	Financial Management 2 Elective Units: Choose 6 credit points from list of electives below	PUN617 PUN688	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor
GSN423 GSN413	Financial Management 2  Elective Units:  Choose 6 credit points from list of electives below  Concentration	PUN617 PUN688	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units:
	Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units:	PUN617 PUN688 Human Re GSN406	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues
GSN413	Financial Management 2  Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1	PUN617 PUN688 Human Re	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1
GSN413 GSN491	Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1 Economics in Business 1	PUN617 PUN688 Human Re	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units:
GSN413 GSN491	Financial Management 2  Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1  Economics in Business 1  Required Units:	PUN617 PUN688 Human Re GSN406	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management
GSN413 GSN491	Financial Management 2  Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1  Economics in Business 1  Required Units: Financial Management 2	PUN617 PUN688 Human Re GSN406 GSN409 MGN427	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units:
GSN413 GSN491	Financial Management 2  Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1  Economics in Business 1  Required Units: Financial Management 2  Elective Units: Choose 18 credit points from list of electives below	PUN617 PUN688 Human Re GSN406 GSN409 MGN427	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units: Human Resource Management Issues
GSN413 GSN491 GSN423	Financial Management 2  Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1  Economics in Business 1  Required Units: Financial Management 2  Elective Units: Choose 18 credit points from list of electives below  Elective List:	PUN617 PUN688 Human Re GSN406 GSN409 MGN427	Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units: Human Resource Management Issues Organisational Behaviour 1
GSN413 GSN491 GSN423 GSN423	Financial Management 2  Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1  Economics in Business 1  Required Units: Financial Management 2  Elective Units: Choose 18 credit points from list of electives below  Elective List: New Venture Funding	PUN617 PUN688 Human Re GSN406 GSN409 MGN427 GSN406 GSN409	Advanced Health Service Management Environmental Health Management International Health Policy and Management  esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units:
GSN413	Financial Management 2  Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1  Economics in Business 1  Required Units: Financial Management 2  Elective Units: Choose 18 credit points from list of electives below  Elective List:	PUN617 PUN688 Human Re GSN406 GSN409 MGN427	Advanced Health Service Management Environmental Health Management International Health Policy and Management  esource Management  Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units: Human Resource Management Issues Organisational Behaviour 1

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	Choose 12 credit points from list of electives	GSN452	International Human Resource Managemer
	below	GSN462	Negotiation Strategies
2011440	Elective list:	AYN424	International Accounting
SSN419	Organisational Behaviour 2	EFN414	International Finance
SSN432	New Venture Leadership and HRM	IBN403	Business in Asia
SSN452	International Human Resource Management	IBN404	Business in Europe
/GN505	Consulting and Change Management	IBN409	Negotiating Across Borders
/IGN421	Strategic HRM	IBN410	International Logistics Management
nformation	n Technology Management	IBN421	Marketing Internationally
	Minor	IBN435	Business in Australia
	Required Units:	Loodorobia	
SN490	Managing Technological Innovation	Leadership	
	Elective Units:		Minor
	Choose 24 credit points from list of electives	0011407	Core Units:
	below	GSN407	Business Communication
	Concentration	GSN415	Understanding Leadership
	Required Units:	0011105	Required Units:
SN490	Managing Technological Innovation	GSN425	Leadership Development
	Elective Units:		Elective Units:
	Choose 36 credit points from list of electives below		Choose 6 credit points from list of electives below
	Elective List:		Concentration
N201	Enterprise Architecture		Core Units:
N220	Major Issues in Information Systems	GSN407	Business Communication
N228	Enterprise Systems	GSN415	Understanding Leadership
N241	Information Technology Management		Required Units:
N255	Knowledge Management	GSN417	Effective Advocacy for Managers
N264	Information Systems Consulting	GSN425	Leadership Development
N266	Information Management		Elective Units:
N272	Information Technology Project Management		Choose 12 credit points from list of elective below
N298	Process Engineering		Elective List:
N330	Information Issues and Values	GSN417	Effective Advocacy for Managers
ternation	al Business	GSN432	New Venture Leadership and HRM
	Minor	GSN456	Personal Development and Ethics for Managers
011404	Core Unit:	GSN457	Organisational Communication and Influence
SN401	Managing in the Global Business Environment Elective Units:	GSN480	Business Sustainability and Competitive Advantage
	Choose 18 credit points from list of electives below	GSN496	Public Relations and Crisis Management
	below		
	Concentration	MGN505	Consulting and Change Management
		MGN505  Marketing	Consulting and Change Management
SN401	Concentration		Consulting and Change Management  Minor
SN401	Concentration Core Unit:		
SN401	Concentration Core Unit: Managing in the Global Business Environment		Minor Core Units: Fundamentals of Marketing Management
SN401	Concentration Core Unit: Managing in the Global Business Environment Elective Units: Choose 30 credit points from list of electives	Marketing GSN408	Minor Core Units: Fundamentals of Marketing Management Required Units:
SSN401 SSN428	Concentration Core Unit: Managing in the Global Business Environment Elective Units: Choose 30 credit points from list of electives below	Marketing	Minor Core Units: Fundamentals of Marketing Management

	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
G3N400	Required Units:	GSN489	Fundraising Development Techniques
GSN418	Marketing Strategy Development	<b>5</b>	
0011410	Elective Units:	Project Ma	anagement
	Choose 24 credit points from list of electives		Minor
	below	0001440	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
AMN421	Contemporary Issues in Advertising		below
AMN423	Strategies for Creative Advertising	0001400	Elective List:
AMN461	Corporate Media Strategy and Tactics	GSN438	Production and Operations Management 1
AMN465	Public Relations Management	GSN441 GSN461	Risk Management 2 Making Change Work
Philanthro	py and Nonprofit Studies	GSN477	Contract Management
	Minor	GSN477 GSN479	Spreadsheet Modelling for Managers
	Required Units:	001473	opicadsheet wodening for Managers
GSN224	Corporate Philanthropy	Public Ma	nagement
GSN481	Philanthropic and Nonprofit Frameworks of Governance		Minor:
GSN482	Philanthropic and Nonprofit Economics		Choose 24 credit points from the list below:
3311132	Concentration		Concentration
	Required Units:	MONEAC	Choose 36 credit points from the list below:
GSN224	Corporate Philanthropy	MGN516	Policy Analysis
GSN481	Philanthropic and Nonprofit Frameworks of	MGN517	Program Evaluation
	Governance	MGN402 MGN426	Government-Business Relations International Trends in Public Management
GSN482	Philanthropic and Nonprofit Economics		international Frends III abile Management
	Elective Units:	Strategy	
	Choose 12 credit points from list of electives below		Minor Core Unite:
	Elective List:	CONTROL	Core Units:
GSN233	Special Topic in Philanthropy and Nonprofit Studies	GSN405	Strategic Management Required Units:
GSN483	Ethics for Philanthropic and Nonprofit	GSN474	Strategy Planning & Development
G311403	Organisations	0011171	Elective Units:
GSN484	Management for Philanthropic and Nonprofit Organisations		Choose 12 credit points from list of electives below
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations		Concentration

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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, 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

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** 

	BU3	INESS	
	Public Management	GSN430	New Venture Funding
	Strategy		Elective units:
	For a list of units to be undertaken for Concentrations and Minors refer to the GS40		Choose 18 credit points from the following elective units:
	Master of Business Administration course structure.	GSN427	Financial Planning and Control
144 1000		GSN431	New Venture Growth and Transitions
MAJORS		GSN432	New Venture Leadership and HRM
Accounting		GSN434	Venture Capital
	Core Units:	GSN479	Spreadsheet Modelling for Managers
GSN404	Financial Statements Analysis	GSN494	Innovating for Business Competitiveness
	Required Units:	Finance	
GSN427	Financial Planning and Control	. manec	Core Units:
	Elective units:	GSN413	Financial Management 1
	Choose 48 credit points from the following	GSN491	Economics in Business 1
	elective units:	33.7.6	Required Units:
AYN412	Company Law	GSN423	Financial Management 2
AYN414	Cost and Management Accounting	33.11.23	Elective units:
AYN416	Financial Accounting 1		Choose 42 credit points from the following
AYN417	Financial Accounting 2		elective units:
AYN418	Financial Accounting 3	GSN430	New Venture Funding
AYN424	International Accounting	GSN434	Venture Capital
AYN443	Electronic Commerce Cycles	GSN479	Spreadsheet Modelling for Managers
Economics	S	GSN492	Economics in Business 2
	Core Units:	EFN401	Advanced Financial Institutions Management
GSN491	Economics in Business 1	EFN412	Advanced Managerial Finance
	Required Units:	EFN414	International Finance
GSN492	Economics in Business 2	EFN415	Security Analysis
	Elective units:	EFN416	Treasury and Portfolio Management
	Choose 48 credit points from the following elective units:	EFN506	Advanced International Finance
BSN506	Econometric Methods	Information	Technology Management
EFN410	Economic and Financial Modelling		Core Units:
EFN500	Contemporary Macroeconomic Theory	GSN490	Managing Technological Innovation
EFN502	Developments in Microeconomic Theories		Elective units:
	Sudents undertaking EFN500 and EFN502 would need to have completed the equivalent		Choose 54 credit points from the following elective units:
	of a second year undergraduate degree at a recognised University. This would involve completing intermediate undergraduate macro and micro economics at the very least.	GSN447	Strategic Internet Marketing 1
		ITN201	Enterprise Architecture
		ITN220	Major Issues in Information Systems
Entreprene	eurship	ITN228	Enterprise Systems
	Core Units:	ITN241	Information Technology Management
GSN410	Entrepreneurship	ITN255	Knowledge Management
GSN416	Business Plans 1	ITN264	Information Systems Consulting
GSN460	Creative Problem Solving	ITN266	Information Management
	Required Units:	ITN272	Information Technology Project Management
GSN420	New Venture Strategy	ITN298	Process Engineering
GSN426	Business Plans 2	ITN330	Information Issues and Values
GSN429	New Venture Marketing	Public Man	agement

	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

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 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

#### **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 Stru	ucture
	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	g
	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:

	BUS	DINE 22	
AYN414 AYN416	Cost and Management Accounting Financial Accounting 1		Choose 6 credit points from list of electives below
AYN417	Financial Accounting 2		Elective List:
AYN418	Financial Accounting 3	AYN412	Company Law
AYN424	International Accounting	GSN224	Corporate Philanthropy
AYN443	Electronic Commerce Cycles	GSN233	Special Topic in Philanthropy and Nonprofit Studies
Business (	Communication	GSN422	Business Law 2
	Minor	GSN427	Financial Planning and Control
	Core Unit:	GSN456	Personal Development and Ethics for Managers
GSN407	Business Communication Required Unit:	GSN480	Business Sustainability and Competitive Advantage
GSN417	Effective Advocacy for Managers Elective Units:	GSN483	Ethics for Philanthropic and Nonprofit Organisations
	Choose 12 credit points from list of electives below	GSN484	Management for Philanthropic and Nonprofit Organisations
	Concentration	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN407	Core Unit: Business Communication	GSN486	Accounting Issues for Philanthropic & Nonprofi Organisations
	Required Unit:	Economic	s
GSN417	Effective Advocacy for Managers	20011011110	Minor
	Elective Units:		Core Unit:
	Choose 24 credit points from list of electives below	GSN491	Economics in Business 1
	Elective List:		Required Unit:
AMN465	Public Relations Management	GSN492	Economics in Business 2
GSN457	Organisational Communication and Influence		Elective Units:
GSN462	Negotiation Strategies		Choose 12 credit points from list of electives
GSN496	Public Relations and Crisis Management		below Concentration:
QCD110	Communication for Business 1		Core Units:
QCD210	Communication for Business 2	GSN491	Economics in Business 1
0 1		G311491	Required Units:
Corporate	Governance	GSN492	Economics in Business 2
	Required Units:	0311432	Elective Units:
	Minor		Choose 24 credit points from list of electives
CCNIADA	Core Units:		below
GSN404	Financial Statements Analysis		Elective List:
GSN412	Business Law 1	BSN506	Econometric Methods
GSN473	Corporate Governance and Accountability	EFN410	Economic and Financial Modelling
CCN1470	Required Units:	EFN500	Contemporary Macroeconomic Theory
GSN472	Legal Principles of Corporate Governance	EFN502	Developments in Microeconomic Theories
	Concentration Core Units:		Students undertaking EFN500 and EFN502 would need to have completed the equivalent of a second year undergraduate Economics
GSN404	Financial Statements Analysis		degree at a recognised university. This would
GSN405	Strategic Management		involve completing intermediate undergraduate macro and micro economics at the very least.
GSN412	Business Law 1		·
OON 470	Required Units:	Entrepren	·
GSN472	Legal Principles of Corporate Governance		Minor
	Elective Units:		Core Unit:

Entrepreneurship	EFN401	Advanced Financial Institutions Management
Business Plans 1	EFN412	Advanced Managerial Finance
Creative Problem Solving	EFN414	International Finance
Required Units:	EFN415	Security Analysis
New Venture Strategy	EFN416	Treasury and Portfolio Management
Concentration	EFN506	Advanced International Finance
Core Units:	11 111 0	
Entrepreneurship	Health Sei	rvices Management
Business Plans 1		Minor
Creative Problem Solving	0011101	Core Units:
Required Units:	GSN491	Economics in Business 1
New Venture Strategy		Required Units:
Elective Units:	PUN640	Health Care Delivery and Reform
Choose 12 credit points from list of electives below		Elective Units: Choose 6 credit points from list of electives
		below
Business Plans 2		Concentration
		Core Units:
-	GSN491	Economics in Business 1
ŭ		Required Units:
	PUN640	Health Care Delivery and Reform
•		Elective Units:
Spreadsheet Modelling for Managers		Choose 18 credit points from list of electives below
Innovating for Business Competitiveness		Elective List:
	LWS006	Health, Ethics And The Law
• •	PUP415	Occupational Health
	PLIN608	Health Economics
	1 011000	
Core Units:	PUN649	Health Care Financial Management
Financial Management 1	PUN649	Health Care Financial Management  Health Services Management, Leadership and
Financial Management 1 Economics in Business 1		Health Care Financial Management Health Services Management, Leadership and Change
Financial Management 1 Economics in Business 1 Required Units:	PUN649	Health Services Management, Leadership and
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2	PUN649 PUN632	Health Services Management, Leadership and Change
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units:	PUN649 PUN632 PUN615	Health Services Management, Leadership and Change Advanced Health Service Management
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2	PUN649 PUN632 PUN615 PUN617 PUN688	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives	PUN649 PUN632 PUN615 PUN617 PUN688	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below	PUN649 PUN632 PUN615 PUN617 PUN688	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration	PUN649 PUN632 PUN615 PUN617 PUN688	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units:	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re	Health Services Management, Leadership and Change  Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1 Economics in Business 1 Required Units:	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units:
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1 Economics in Business 1	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1 Economics in Business 1 Required Units: Financial Management 2	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units:
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 18 credit points from list of electives below	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re GSN406 GSN409 MGN427	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management  esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units: Human Resource Management Issues
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 18 credit points from list of electives below Elective List:	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units:
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 18 credit points from list of electives below Elective List: New Venture Funding	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re GSN406 GSN409 MGN427	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management  esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units: Human Resource Management Issues
Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 6 credit points from list of electives below Concentration Core Units: Financial Management 1 Economics in Business 1 Required Units: Financial Management 2 Elective Units: Choose 18 credit points from list of electives below Elective List:	PUN649 PUN632 PUN615 PUN617 PUN688 Human Re GSN406 GSN409 MGN427	Health Services Management, Leadership and Change Advanced Health Service Management Environmental Health Management International Health Policy and Management  esource Management Minor Core Units: Human Resource Management Issues Organisational Behaviour 1 Required Units: Human Resource Management Concentration Core Units: Human Resource Management Issues Organisational Behaviour 1
	Business Plans 1 Creative Problem Solving Required Units: New Venture Strategy Concentration Core Units: Entrepreneurship Business Plans 1 Creative Problem Solving Required Units: New Venture Strategy Elective Units: Choose 12 credit points from list of electives below Elective List: Business Plans 2 New Venture Marketing New Venture Funding New Venture Growth and Transitions New Venture Leadership and HRM Venture Capital Spreadsheet Modelling for Managers Innovating for Business Competitiveness	Business Plans 1 Creative Problem Solving Required Units: New Venture Strategy Concentration Core Units: Entrepreneurship Business Plans 1 Creative Problem Solving Required Units: New Venture Strategy Elective Problem Solving Required Units: New Venture Strategy Elective Units: Choose 12 credit points from list of electives below Elective List: Business Plans 2 New Venture Marketing New Venture Funding New Venture Growth and Transitions New Venture Leadership and HRM Venture Capital Spreadsheet Modelling for Managers Innovating for Business Competitiveness  EFN412 EFN414 EFN415  Health Ser  GSN491  GSN491  PUN640  FUN640  EFN416  FIN608

	BUS	INE 22	
	Choose 12 credit points from list of electives	GSN452	International Human Resource Managemer
	below	GSN462	Negotiation Strategies
2011440	Elective list:	AYN424	International Accounting
SSN419	Organisational Behaviour 2	EFN414	International Finance
SSN432	New Venture Leadership and HRM	IBN403	Business in Asia
SSN452	International Human Resource Management	IBN404	Business in Europe
/GN505	Consulting and Change Management	IBN409	Negotiating Across Borders
/IGN421	Strategic HRM	IBN410	International Logistics Management
nformation	n Technology Management	IBN421	Marketing Internationally
	Minor	IBN435	Business in Australia
	Required Units:	Loodorobia	
SN490	Managing Technological Innovation	Leadership	
	Elective Units:		Minor
	Choose 24 credit points from list of electives	0011407	Core Units:
	below	GSN407	Business Communication
	Concentration	GSN415	Understanding Leadership
	Required Units:	0011105	Required Units:
SN490	Managing Technological Innovation	GSN425	Leadership Development
	Elective Units:		Elective Units:
	Choose 36 credit points from list of electives below		Choose 6 credit points from list of electives below
	Elective List:		Concentration
N201	Enterprise Architecture		Core Units:
N220	Major Issues in Information Systems	GSN407	Business Communication
N228	Enterprise Systems	GSN415	Understanding Leadership
N241	Information Technology Management		Required Units:
N255	Knowledge Management	GSN417	Effective Advocacy for Managers
N264	Information Systems Consulting	GSN425	Leadership Development
N266	Information Management		Elective Units:
N272	Information Technology Project Management		Choose 12 credit points from list of elective below
N298	Process Engineering		Elective List:
N330	Information Issues and Values	GSN417	Effective Advocacy for Managers
ternation	al Business	GSN432	New Venture Leadership and HRM
	Minor	GSN456	Personal Development and Ethics for Managers
011404	Core Unit:	GSN457	Organisational Communication and Influence
SN401	Managing in the Global Business Environment Elective Units:	GSN480	Business Sustainability and Competitive Advantage
	Choose 18 credit points from list of electives below	GSN496	Public Relations and Crisis Management
	below		
	Concentration	MGN505	Consulting and Change Management
		MGN505  Marketing	Consulting and Change Management
SN401	Concentration		Consulting and Change Management  Minor
SN401	Concentration Core Unit:		
SN401	Concentration Core Unit: Managing in the Global Business Environment		Minor Core Units: Fundamentals of Marketing Management
SN401	Concentration Core Unit: Managing in the Global Business Environment Elective Units: Choose 30 credit points from list of electives	Marketing GSN408	Minor Core Units: Fundamentals of Marketing Management Required Units:
SSN401 SSN428	Concentration Core Unit: Managing in the Global Business Environment Elective Units: Choose 30 credit points from list of electives below	Marketing	Minor Core Units: Fundamentals of Marketing Management

	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
G3N400	Required Units:	GSN489	Fundraising Development Techniques
GSN418	Marketing Strategy Development	<b>5</b>	
0011410	Elective Units:	Project Ma	anagement
	Choose 24 credit points from list of electives		Minor
	below	0001440	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
AMN421	Contemporary Issues in Advertising		below
AMN423	Strategies for Creative Advertising	0001400	Elective List:
AMN461	Corporate Media Strategy and Tactics	GSN438	Production and Operations Management 1
AMN465	Public Relations Management	GSN441 GSN461	Risk Management 2 Making Change Work
Philanthro	py and Nonprofit Studies	GSN477	Contract Management
	Minor	GSN477 GSN479	Spreadsheet Modelling for Managers
	Required Units:	001473	opicadsheet wodening for Managers
GSN224	Corporate Philanthropy	Public Ma	nagement
GSN481	Philanthropic and Nonprofit Frameworks of Governance		Minor:
GSN482	Philanthropic and Nonprofit Economics		Choose 24 credit points from the list below:
0011102	Concentration		Concentration
	Required Units:	MONEAC	Choose 36 credit points from the list below:
GSN224	Corporate Philanthropy	MGN516	Policy Analysis
GSN481	Philanthropic and Nonprofit Frameworks of	MGN517	Program Evaluation
	Governance	MGN402 MGN426	Government-Business Relations International Trends in Public Management
GSN482	Philanthropic and Nonprofit Economics		international Frends III abile Management
	Elective Units:	Strategy	
	Choose 12 credit points from list of electives below		Minor Core Unite:
	Elective List:	CONTROL	Core Units:
GSN233	Special Topic in Philanthropy and Nonprofit Studies	GSN405	Strategic Management Required Units:
GSN483	Ethics for Philanthropic and Nonprofit	GSN474	Strategy Planning & Development
G311403	Organisations	0011171	Elective Units:
GSN484	Management for Philanthropic and Nonprofit Organisations		Choose 12 credit points from list of electives below
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations		Concentration

Core	U	Ini	its:

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:**

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 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

#### **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

	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
0011400	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
GSN417	Leadership Development
0011420	Elective Units:
	Choose 12 credit points from this list below:
GSN221	Special Topic 1
GSN419	Organisational Behaviour 2
GSN456	Personal Development and Ethics for
0011400	Managers Land Land Lanes for
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

Organisations

#### **Potential Careers:**

MGN505

Administrator, Banking and Finance Professional, Manager.

Consulting and Change Management

## 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'al - 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

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 mangers 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)

#### Year 1, Semester 1

Creative Industries Faculty Core Unit

BSB122 Quantitative Analysis and Finance

BSB126 Marketing KJB120 Newswriting

#### Year 1, Semester 2

		INLOG			
AMB200 AMB220	Consumer Behaviour Advertising Theory and Practice		Notes entry for information on Business double major/extended major/specialisation units		
KJB101	Journalism Information Systems Creative Industries Faculty Core Unit	Course st model)	ructure - Advertising (9 Semester concurrent		
Year 2, Se	omastar 1	Year 1, Se	emester 1		
KJB121	Journalistic Inquiry	BSB122	Quantitative Analysis and Finance		
AMB221	Advertising Copywriting	BSB126	Marketing		
BSB119	International and Electronic Business	KJB120	Newswriting		
KPB101	Foundations of Film and Television Production		Creative Industries Faculty Core Unit		
Year 2, Se	emester 2	Year 1, Se	emester 2		
AMB222	Media Planning	AMB200	Consumer Behaviour		
KJB232	Radio and Television Journalism 1	AMB220	Advertising Theory and Practice		
KJB224	Feature Writing	KJB101	Journalism Information Systems		
NOBEL 1	Business Double Major / Extended Major / Specialisation Unit		Creative Industries Faculty Core Unit		
	Specialisation offic	Year 2, Se	emester 1		
Year 3, Se	emester 1	AMB221	Advertising Copywriting		
BSB113	Economics	BSB119	International and Electronic Business		
BSB115	Management, People and Organisations	KJB121	Journalistic Inquiry		
KJB322	Desktop Publishing And Editing	KPB101	Foundations of Film and Television Production		
KJB338	Radio and Television Journalism 2	V0.0	Year 2, Semester 2		
	Business Double Major / Extended Major /				
	Specialisation Unit	AMB222	Media Planning		
Year 3, Se	emester 2	KJB232	Radio and Television Journalism 1		
BSB110	Accounting	KJB224	Feature Writing		
BSB114	Government, Business and Society		Business Double Major / Extended Major / Specialisation Unit		
KJB303	News Production	Y 0.0			
	Business Double Major/Extended	Year 3, Se			
	Major/Specialisation unit	BSB115	Management, People and Organisations		
	Creative Industries Elective Unit	KJB322	Desktop Publishing And Editing		
Year 4, Se	emester 1	KJB338	Radio and Television Journalism 2		
AMB320	Advertising Management		Business Double Major / Extended Major / Specialisation Unit		
BSB111	Business Law and Ethics	Year 3, Se	emester 2		
KJB239	Journalism Ethics and Issues	BSB114	Government, Business and Society		
	Business Double Major/Extended Major/Specialisation unit	KJB303	News Production		
	Creative Industries Faculty Elective Unit	1102000	Creative Industries Elective Unit		
	·		Business Double Major / Extended Major /		
Year 4, Se			Specialisation Unit		
AMB321	Advertising Campaigns	Year 4, Se	emester 1		
KJB337	Public Affairs Reporting	AMB320	Advertising Management		
	Creative Industries Elective Unit	BSB111	Business Law and Ethics		
	Business Double Major / Extended Major / Specialisation Unit	KJB239	Journalism Ethics and Issues		
	Business Double Major / Extended Major / Specialisation Unit		Business Double Major / Extended Major / Specialisation Unit		
Business (	units	Year 4, Se	emester 2		
	Students should refer to the BS56 Course	KJB337	Public Affairs Reporting		

**BUSINESS** AMB321 **KJB303** Advertising Campaigns **News Production** Business Double Major / Extended Major / Specialisation Unit Specialisation Unit Creative Industries Elective Unit Year 5, Semester 1 Year 4, Semester 1 **BSB110** Accounting **BSB113 BSB122 Economics** Business Double Major / Extended Major / Specialisation Unit Specialisation Unit Creative Industries Elective Unit Specialisation Unit **Business units KJB239** Students should refer to the BS56 Course Notes entry for information on Business double major/extended major/specialisation units Year 4, Semester 2 **IBB300** Course structure - International Business (With no Language - 8 Semester Concurrent Model) Specialisation Unit Year 1, Semester 1 Specialisation Unit **BSB114** Government, Business and Society **BSB119** International and Electronic Business **KJB337 Public Affairs Reporting KJB120** Newswriting Creative Industries Faculty Core Unit Year 1, Semester 2 pairs of area study units: BSB113 **Economics IBB208 BSB115** Management, People and Organisations **IBB308 KJB101** Journalism Information Systems OR Creative Industries Faculty Core Unit **IBB217** Year 2, Semester 1 **IBB317** BSB110 Accounting **Business units BSB126** Marketing **KPB101** Foundations of Film and Television Production **KJB121** Journalistic Inquiry Year 2, Semester 2 **IBB202** Fundamentals of International Finance **IBB213** International Marketing Year 1, Semester 1 **KJB232** Radio and Television Journalism 1 **BSB114** KJB224 **Feature Writing BSB119** International and Electronic Business **KJB120** Newswriting Year 3, Semester 1 **IBB210 Export Management** International Business Area Study 1 Year 1, Semester 2 Business Double Major / Extended Major / **BSB113 Economics** Specialisation Unit

KJB322 **Desktop Publishing And Editing** 

**KJB338** Radio and Television Journalism 2

#### Year 3, Semester 2

**BSB111 Business Law and Ethics**  Business Double Major / Extended Major /

Creative Industries Elective unit International Business Area Study 2

Quantitative Analysis and Finance

Business Double Major / Extended Major /

Business Double Major / Extended Major /

Journalism Ethics and Issues

Creative Industries Elective Unit

International Business Strategy

Business Double Major / Extended Major /

Business Double Major / Extended Major /

Creative Industries Elective Unit

#### International Business Area Study Options:

Students must complete one of the following

**European Business Development** 

Contemporary Business in Europe

Asian Business Development

Contemporary Business in Asia

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)

Government, Business and Society

Creative Industries Faculty Core Unit

**BSB115** Management, People and Organisations

**KJB101** Journalism Information Systems

Creative Industries Faculty Core Unit

#### Year 2, Semester 1

	BUS	INESS	
BSB110	Accounting	IBB217	Asian Business Development
BSB126	Marketing	IBB317	Contemporary Business in Asia
KPB101	Foundations of Film and Television Production	Business	Linita
KJB121	Journalistic Inquiry	Dusiness	Students should refer to the BS56 Course
Year 2, Se			Notes entry for information on Business double major/extended major/specialisation units
IBB202	Fundamentals of International Finance	Course st	ructure - International Business (With
IBB213	International Marketing		e - 8 Semester Concurrent Model)
KJB232	Radio and Television Journalism 1		
KJB224	Feature Writing	Year 1, Se	
Year 3, Se	emester 1	BSB119	International and Electronic Business
IBB210	Export Management	KJB120	Newswriting
KJB322	Desktop Publishing And Editing		Creative Industries Faculty Core Unit
KJB338	Radio and Television Journalism 2		Language 1
	International Business Area Study 1	Year 1, Se	emester 2
V	·	BSB113	Economics
Year 3, Se		KJB101	Journalism Information Systems
BSB111	Business Law and Ethics		Creative Industries Faculty Core Unit
KJB303	News Production		Language 2
	Creative Industries Elective Unit	.,	
	International Business Area Study 2	Year 2, Se	
Year 4, Se	emester 1	BSB126	Marketing
BSB122	Quantitative Analysis and Finance	KPB101	Foundations of Film and Television Production
KJB239	Journalism Ethics and Issues	KJB121	Journalistic Inquiry
	Business Double Major / Extended Major / Specialisation Unit	Voor 2 S	Language 3 emester 2
	Business Double Major/Extended	IBB202	Fundamentals of International Finance
	Major/Specialisation Unit	KJB232	Radio and Television Journalism 1
Year 4, Se	emester 2	KJB224	Feature Writing
IBB300	International Business Strategy	NODZZŦ	Language 4
KJB337	Public Affairs Reporting		Language 4
	Creative Industries Elective Unit	Year 3, Se	emester 1
	Business Double Major/Extended	BSB114	Government, Business and Society
	Major/Specialisation Unit	BSB122	Quantitative Analysis and Finance
Year 5, Se	emester 1	KJB322	Desktop Publishing And Editing
,	Business Double Major / Extended Major / Specialisation Unit	KJB338	Radio and Television Journalism 2  Language 5
	Business Double Major / Extended Major / Specialisation Unit	IBB205	OR Cross-Cultural Communication and Negotiation
	Business Double Major / Extended Major / Specialisation Unit	Year 3, Se	
	Creative Industries Elective Unit	BSB110	Accounting
Internation	aal Rusinass Araa Study Ontions	IBB213	International Marketing
memalior	nal Business Area Study Options:	KJB303	News Production
	Studente muet complete and at the telleume		
	Students must complete one of the following pairs of area study units:		Creative Industries Elective unit
IBB208			
	pairs of area study units:		Creative Industries Elective unit Language 6 OR

Year 4, Semester 1		KJB232	Radio and Television Journalism 1
BSB115	Management, People and Organisations	KJB224	Feature Writing
IBB210	Export Management		Language 4
KJB239	Journalism Ethics and Issues	Year 3, So	omactor 1
	International Business Study Area 1	BSB122	Quantitative Analysis and Finance
	Creative Industries Elective Unit	KJB322	Desktop Publishing And Editing
Year 4, Se	emester 2	KJB338	Radio and Television Journalism 2
BSB111	Business Law and Ethics		Language 5
IBB300	International Business Strategy		OR
KJB337	Public Affairs Reporting	IBB205	Cross-Cultural Communication and Negotiation
1102007	International Business Area Study 2		<u> </u>
	Creative Industries Elective Unit	Year 3, So	
		IBB213	International Marketing
Internation	nal Area Study Units	KJB303	News Production
	Students must complete one of the following pairs of area study units:		Creative Industries Elective Unit
IBB208	European Business Development		Language 6
IBB308	Contemporary Business in Europe		OR
	OR		International Business Elective Unit (IBB2xx or IBB3xx
IBB217	Asian Business Development	V 1 C	
IBB317	Contemporary Business in Asia	Year 4, So	
1: ( 0()		BSB115	Management, People and Organisations
List Of Lar		IBB210	Export Management
	FRENCH	KJB239	International Business Area Study 1 Journalism Ethics and Issues
	INDONESIAN	NJDZJ9	Journalism Ethics and issues
	JAPANESE	Year 4, So	emester 2
	GERMAN	IBB300	International Business Strategy
Course structure - International Business (With		KJB337	Public Affairs Reporting
Language	- 9 Semester Concurrent Model)		Creative Industries Elective Unit
Year 1, Se	emester 1		International Business Area Study 2
BSB119	International and Electronic Business	Year 5, Se	emester 1
KJB120	Newswriting	BSB110	Accounting
	Creative Industries Faculty Core Unit	BSB111	Business Law and Ethics
	Language 1	BSB114	Government, Business and Society
Year 1, Se	emester 2		Creative Industries Elective Unit
BSB113	Economics	Internation	nal Business Area Study Units
KJB101	Journalism Information Systems	memano	Students must complete one of the following
	Creative Industries Faculty Core Unit		pairs of area study units:
	Language 2	IBB208	European Business Development
		IBB308	Contemporary Business in Europe
Year 2, Se			OR
BSB126	Marketing	IBB217	Asian Business Development
KPB101 KJP121	Foundations of Film and Television Production  Journalistic Inquiry	IBB317	Contemporary Business in Asia
1101 141	Language 3	List Of La	nguages:
	Language		FRENCH
Year 2, Se	emester 2		INDONESIAN
IBB202	Fundamentals of International Finance		

IBB202

Fundamentals of International Finance

JAPANESE GERMAN

### 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

Creative indutries Faculty Elective 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 / publication but are subject to change. Specialisation Unit Rules for selecting electives: Creative Industries Elective Unit \* you must obey any elective rules as set out in your course requirements Year 4, Semester 1 \* you cannot select a unit that forms part of the **AMB360** compulsory units of your course or the Corporate Communication Management compulsory units of your chosen sub-major **BSB111 Business Law and Ethics KJB239** Journalism Ethics and Issues \* you must have successfully completed any pre/co-requisite units applicable Business Double Major / Extended Major / Specialisation Unit \* the offering of elective units is subject to sufficient student enrolment numbers and staff Year 4, Semester 2 availability AMB361 **Public Relations Campaigns** \* some units are subject to quota restrictions **KJB337 Public Affairs Reporting** \* KK33, KK34, KJ32, KM32, IX07 and IX16 students ONLY are permitted to select Creative Industries Elective Unit electives from outside the Faculty of Creative Industries Business Double Major / Extended Major / Specialisation Unit Semester 1 Year 5, Semester 1 Media & Communication Discipline BSB110 Accounting **KCB101** Communication in the New Economy **BSB114** Government, Business and Society KCB102 Media and Society: From Printing Press to Internet Business Double Major / Extended Major / Specialisation Unit **KCB103** Strategic Speech Communication Creative Industries Faculty Elective Unit KCB201 Virtual Cultures KCB302 **Political Communication Business Units** Communication Design Discipline Students should refer to the BS56 Course Notes entry for information on Business double **KIB201** Interactive Writing major/extended major/specialisation units **KIB108 Animation Practices Dance Discipline** The units AMB201 Market and Audience Research and MGB220 Management **KDB105** Architecture of the Body Research Methods are incompatible units. **KDB108** World Dance Students undertaking HRM or Management as a double major should contact the school for **Deconstructing Dance in History KDB110** enrolment advice. From Semester 2, 2003 students who complete both MGB220 & **Fashion Discipline** AMB201 will be required to undertake an **KFB103** Introduction to Fashion Design approved subsitute unit to satisfy course requirements. Journalism Discipline KJB101 Journalism Information Systems **Creative Industries Core Units KJB120** Newswriting **KJB121** Journalistic Inquiry **KKB007** Introduction to Multimedia Technology **KJB224 Feature Writing KKB008** Narrative in the Creative Industries **KJB239** Journalism Ethics and Issues **KKB009** Writing for Creative Industries Faculty KKB010 Cultures and Creativity **KKB004 Indigenous Creative Industries KKB018** Creative Industries **KKB210** Computational Arts 1 \* KKB007 and KKB009 are recommended for first year students. KKB290 Supervised Group Project \*\* KKB018 is not recommended for first year KKB320 Workplace Learning students until their second semester. **KKB330** Workplace Learning **Creative Industries Faculty Undergraduate Open** KKB340-2 Workplace Learning

KKB340-1

**KKB357** 

Workplace Learning

Independent Study

Music & Sound Discipline

**Electives** 

Creative Industries Faculty Undergraduate Open Electives

These unit offerings are current at the time of

	<del></del>		
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	KMB007	Introductory Ensemble
	Studies	KMB105	Music and Sound Technology
KWB003	Modern Times (Literature and Culture in the 20th Century)	KMB107	Sound, Image, Text
KWB005	Wonderlands: Literature and Culture in the	KMB108	Sound Recording and Acoustics
	19th Century		Film & Television Discipline
KWB101	Introduction to Creative Writing	KPB103	Film Genres
KWB102	Media Writing	KPB104	Film and Television Production Resource
KWB103	Persuasive Writing	L(DD 407	Management
KWB104	Creative Writing: The Short Story	KPB107	Television Genres
KWB105	Film and Television Scriptwriting	KPB205	Documentary Theory and Practice
KWB107	Introduction to Creative Non-Fiction	KPB206	International Cinema
KWB207	Great Books: The Literary Classics	LATROOP	Performance Studies Discipline
Semester	9	KTB062	Creative Industries Events and Festivals
Comodon	Media & Communication Discipline	KTB104	Performance Innovation
KCB101	Communication in the New Economy	KTB207	Staging Australia
KCB101	Strategic Speech Communication	I// /D400	Visual Arts Discipline
KCB104	Media and Communications Industries	KVB103	Australian Art
KCB105	Media and Communication Research Methods	KVB104	Photomedia and Artistic Practice
KCB103	New Media Technologies	KVB108	Contemporary Asian Visual Culture
KCB202	Consumer Cultures	KVB211	Post 1945 Art
1100200	Communication Design Discipline	KVB306	Video Art and Culture
	Osminanioadon Design Discipillie	KVB307	Theories of Spatial Culture

	BUS	SINESS	
KIMPOOC	Creative Writing & Cultural Studies Discipline		qualifications in Indonesian should undertake the following unit sequence:
KWB002	Ozlit	HHB071	Indonesian 1
KWB004	Shakespeare, Then and Now	HHB072	Indonesian 2
KWB006	Popular Fictions, Popular Culture	HHB073	Indonesian 3
KWB007	Indigenous Writing	HHB074	Indonesian 4
KWB102	Media Writing	HHB075	Indonesian 5
KWB104	Creative Writing: The Short Story	HHB076	Indonesian 6
KWB105	Film and Television Scriptwriting		2. Students with Year 12 Language
KWB106	Corporate Writing and Editing		qualifications or equivalent in Indonesian should undertake the following unit sequence:
KWB204 KWB206	Creative Non-Fiction: Life Writing  Youth and Children's Writing	HHB073	Indonesian 3
KWD200	routh and Children's Whiting	HHB074	Indonesian 4
NOTES:		HHB075	Indonesian 5
	* Only one Workplace Learning unit may be	HHB076	Indonesian 6
	completed * KKB290, KKB357, KKB320, KKB330,	HHB077	Indonesian 7
	KKB340-1 and KKB340-2 are only available to students enrolled in Creative Industries	HHB078	Indonesian 8
	courses.	<b>JAPANES</b>	E
List of Lar			Students without Year 12 Language qualifications in Japanese should undertake the following unit sequence:
List of Lan	· ·	HHB081	Japanese 1
	The same language must be studied for at least four levels and unit codes are sequential	HHB082	Japanese 2
	(eg. French HHB061, HHB062, HHB063,	HHB083	Japanese 3
	HHB064). With the permission of the Major Coordinator, and where available, languages	HHB084	Japanese 4
	other than those listed may be taken, including languages studied at another university.	HHB085	Japanese 5
	International students must take a language	HHB086	Japanese 6
French	that is not their native tongue. The language units are as follows:		2. Students with Year 12 Language qualifications or equivalent in Japanese should undertake the following unit sequence:
French	4. Ohudanta with aut Vaan 40 Language	HHB083	Japanese 3
	<ol> <li>Students without Year 12 Language qualifications in French should undertake the following unit sequence:</li> </ol>	HHB084	Japanese 4
HHB061	French 1	HHB085	Japanese 5
HHB062	French 2	HHB086	Japanese 6
	French 3	HHB087	Japanese 7
HHB063 HHB064	French 4	HHB088	Japanese 8
HHR065	French 5	GERMAN	

**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

**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:**

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/entryregs/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 prgram. (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

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 much 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)

Year 1, Se			Business Double Major/Extended Major/Specialisation Unit
BSB122 BSB126	Quantitative Analysis and Finance  Marketing		Business Double Major/Extended
KCB102	Media and Society: From Printing Press to	KCB304	Major/Specialisation Unit  Managing Communication Resources
ROBTOL	Internet	NCD304	Creative Industries Elective
	Creative Industries Core Unit		Creative industries Elective
Year 1, Se	mester 2	Business I	
AMB200	Consumer Behaviour		Students should refer to the BS56 Course Notes entry for information on double
AMB220	Advertising Theory and Practice		major/extended major/specialisation units
KCB101	Communication in the New Economy	Course st	ructure - Advertising (9 Semester Concurrent
KCB104	Media and Communications Industries	Model)	
Year 2, Se	mester 1	Year 1, Se	emester 1
AMB222	Media Planning	BSB122	Quantitative Analysis and Finance
BSB119	International and Electronic Business	BSB126	Marketing
KCB103	Strategic Speech Communication	KCB102	Media and Society: From Printing Press to
	Creative Industries Core Unit		Internet
Year 2, Se	mester 2		Creative Industries Core Unit
AMB221	Advertising Copywriting	Year 1, Se	emester 2
	Business Double Major/Extended	AMB200	Consumer Behaviour
	Major/Specialisation Unit	AMB220	Advertising Theory and Practice
KCB202	New Media Technologies	KCB101	Communication in the New Economy
	Creative Industries Elective	KCB202	New Media Technologies
Year 3, Se	mester 1	Year 2, Se	emester 1
BSB113	Economics	AMB222	Media Planning
BSB115	Management, People and Organisations	BSB119	International and Electronic Business
	Business Double Major/Extended Major/Specialisation Unit	KCB103	Strategic Speech Communication Creative Industries Core Unit
KCB301	Media Audiences		Cloude industries core clin
KCB201	Virtual Cultures	Year 2, Se	
Year 3, Se	mester 2	AMB221	Advertising Copywriting
BSB110	Accounting		Business Double Major / Extended Major / Specialisation Unit
BSB114	Government, Business and Society	KCB104	Media and Communications Industries
	Business Double Major/Extended Major/Specialisation Unit		Creative Industries Elective
KCB203	Consumer Cultures	Year 3, Se	emester 1
	Creative Industries Elective	BSB113	Economics
Year 4, Se	mester 1	BSB115	Management, People and Organisations
AMB320	Advertising Management	KCB201	Virtual Cultures
BSB111	Business Law and Ethics	KCB301	Media Audiences
	Business Double Major/Extended	Year 3, Se	emester 2
KCB302	Major/Specialisation  Political Communication	BSB114	Government, Business and Society
NODSUZ	Creative Industries Elective		Business Double Major / Extended Major / Specialisation Unit
	OTCAUVE ITIQUOUTES LIECUVE	KCB203	Consumer Cultures
Year 4, Se	mester 2		Creative Industries Elective
AMB321	Advertising Campaigns	V	
		Year 4, Se	emester 1

**BUSINESS** AMB320 **IBB210** Advertising Management **Export Management** Business Double Major / Extended Major / International Business Area Study 1 Specialisation Business Double Major / Extended Major / Specialisation Unit Business Double Major / Extended Major / Specialisation Unit KCB301 Media Audiences KCB302 **Political Communication** KCB201 Virtual Cultures Year 4, Semester 2 Year 3, Semester 2 AMB321 Advertising Campaigns BSB122 Quantitative Analysis and Finance Business Double Major / Extended Major / International Business Area Study 2 Specialisation Unit Business Double Major / Extended Major / KCB304 Managing Communication Resources Specialisation Unit Creative Industries Elective KCB203 Consumer Cultures Year 5, Semester 1 Creative Industries Elective **BSB110** Accounting Year 4, Semester 1 **BSB111 Business Law and Ethics** BSB111 **Business Law and Ethics** Business Double Major / Extended Major / Business Double Major / Extended Major / Specialisation Unit Specialisation Unit Creative Industries Elective Business Double Major / Extended Major / Specialisation Unit **Business Units** KCB302 **Political Communication** Students should refer to the BS56 Course Creative Industries Elective Notes entry for information on double major/extended major/specialisation units Year 4, Semester 2 Course structure - International Business (With No **IBB300** International Business Strategy Language - 8 Semester Concurrent Model) Business Double Major / Extended Major / Specialisation Unit Year 1, Semester 1 Business Double Major / Extended Major / **BSB114** Government, Business and Society Specialisation Unit **BSB119** International and Electronic Business KCB304 Managing Communication Resources KCB102 Media and Society: From Printing Press to Creative industries Elective Internet Creative Industries Core Unit International Business Area Study Units Students must complete one of the following Year 1, Semester 2 pairs of area study units: **BSB113 Economics IBB208 European Business Development BSB115** Management, People and Organisations **IBB308** Contemporary Business in Europe KCB101 Communication in the New Economy **KCB104** Media and Communications Industries **IBB217** Asian Business Development Contemporary Business in Asia **IBB317** Year 2, Semester 1 **BSB110** Accounting **Business Units BSB126** Marketing Students should refer to the BS56 Course KCB103 Strategic Speech Communication

Notes entry for information on double major/extended major/specialisation units

#### Course structure - International Business (With No Language - 9 Semester Concurrent Model)

Year 1, Se	mester 1
BSB114	Government, Business and Society
BSB119	International and Electronic Business
KCB102	Media and Society: From Printing Press to Internet

Year 3, Semester 1

Year 2, Semester 2

**IBB202** 

**IBB213** 

KCB202

Creative Industries Core Unit

International Marketing

New Media Technologies Creative Industries Elective

Fundamentals of International Finance

BUSINESS Creative Industries Core Unit Year 1, Semester 2 **BSB113 Economics BSB115** Management, People and Organisations KCB101 Communication in the New Economy **IBB208** KCB202 New Media Technologies **IBB308** Year 2, Semester 1 OR **BSB110 IBB217** Accounting **BSB126 IBB317** Marketing KCB103 Strategic Speech Communication **Business Units** 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 1, Semester 1 **BSB119** Year 3, Semester 1 Language 1 **IBB210 Export Management** KCB102 International Business Area Study 1 Internet KCB301 Media Audiences KCB201 Virtual Cultures Year 1, Semester 2 Year 3, Semester 2 **BSB113 Economics BSB122** Quantitative Analysis and Finance Language 2 International Business Area Study 2 **KCB101** KCB203 Consumer Cultures KCB202 Creative Industries Elective Year 2, Semester 1 Year 4, Semester 1 BSB122 BSB111 **Business Law and Ethics** Language 3 Business Double Major / Extended Major / **KCB103** Specialisation Unit Business Double Major / Extended Major / Specialisation Unit Year 2, Semester 2 KCB302 Political Communication **IBB202** Year 4, Semester 2 Language 4 **KCB104** Media and Communications Industries **IBB300** International Business Strategy Creative Industries Elective Business Double Major / Extended Major / Specialisation Unit

Major/Specialisation Unit Creative Industries Elective International Business Area Study Units Students must complete one of the following pairs of area study units: **European Business Development** Contemporary Business in Europe Asian Business Development Contemporary Business in Asia 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) International and Electronic Business Media and Society: From Printing Press to Creative Industries Core Unit Communication in the New Economy New Media Technologies Quantitative Analysis and Finance Strategic Speech Communication Creative Industries Core Unit Fundamentals of International Finance

Government, Business and Society

**Cross-Cultural Communication and Negotiation** 

**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

Year 3, Semester 1

Marketing

OR

Language 5

Virtual Cultures

Media Audiences

**BSB114** 

**BSB126** 

IBB205

KCB201

KCB301

Year 3, Sei	mester 2	KCB103	Strategic Speech Communication		
BSB110	Accounting		Creative Industries Core Unit		
IBB213	International Marketing				
IDDZ 10	Language 6		Year 2, Semester 2		
	OR	IBB202	Fundamentals of International Finance		
	International Business Elective Unit (IBB2xx or		Language 4		
	IBB3xx)	KCB104	Media and Communications Industries		
KCB203	Consumer Cultures		Creative Industries Elective		
	Creative Industries Elective	Year 3, Semester 1			
Year 4, Semester 1		BSB126	Marketing		
BSB115	Management, People and Organisations		Language 5		
IBB210	Export Management		OR		
155210	International Business Area Study 1	IBB205	Cross-Cultural Communication and Negotiation		
KCB302	Political Communication	KCB201	Virtual Cultures		
	Creative Industries Elective	KCB301	Media Audiences		
		Year 3, Se	mastar 2		
Year 4, Sei		IBB213	International Marketing		
BSB111	Business Law and Ethics	100213	Language 6		
IBB300	International Business Strategy		OR		
	International Business Area Study 2		International Business Elective Unit (IBB2xx,		
KCB304	Managing Communication Resources		IBB3xx)		
	Creative Industries Elective	KCB203	Consumer Cultures		
Internationa	al Business Area Study Units		Creative Industries Elective		
	Students must complete one of the following pairs of area study units:		Year 4, Semester 1		
IBB208	European Business Development	BSB115	Management, People and Organisations		
IBB308	Contemporary Business in Europe		International Business Area Study 1		
прросс	OR	KCB302	Political Communication		
IBB217	Asian Business Development		Creative Industries Elective		
IBB317	Contemporary Business in Asia	Year 4, Se	mastar 2		
, ,		BSB114	Government, Business and Society		
Course structure - International Business (With Language - 9 Semester Concurrent Model)		IBB300	International Business Strategy		
		IDD300	International Business Area Study 2		
Year 1, Sei	mester 1	KCB304	Managing Communication Resources		
BSB119	International and Electronic Business	NOD304	Managing Communication Resources		
	Language 1	Year 5, Se	mester 1		
KCB102	Media and Society: From Printing Press to	BSB110	Accounting		
	Internet Creative Industries Core Unit	BSB111	Business Law and Ethics		
	Creative industries Core Unit	IBB210	Export Management		
Year 1, Semester 2			Creative Industries Elective		
BSB113	Economics	Internation	al Business Area Study Units:		
	Language 2		Students must complete one of the following		
KCB202	New Media Technologies		pairs of area study units:		
KCB101	Communication in the New Economy	IBB208	European Business Development		
Year 2, Semester 1		IBB308	Contemporary Business in Europe		
BSB122	Quantitative Analysis and Finance		OR		
	Language 3	IBB217	Asian Business Development		
	- <b>-</b>				

**IBB317** Contemporary Business in Asia

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

Government, Business and Society **BSB114** 

Business Double Major / Extended Major /

Specialisation Unit

Consumer Cultures KCB203

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**  Creative Industries Elective

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
CB201 Virtual Cultures

KCB201 Virtual Cultures KCB301 Media Audiences

Year 3, Semester 2

BSB115 Management, People and Organisations

Business Double Major / Extended Major /

Specialisation Unit

KCB203 Consumer Cultures

Creative Industries Elective

Year 4, Semester 1

AMB360 Corporate Communication Management

BSB110 Accounting

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** 

KCB304 Managing Communication Resources

Creative Industries Elective

Year 5, Semester 1

BSB111 Business Law and Ethics

BSB114 Government, Business and Society

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

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.

**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.

#### **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 qualifications in Indonesian should undertake the following unit sequence:

HHB071 Indonesian 1
HHB072 Indonesian 2
HHB073 Indonesian 3
HHB074 Indonesian 4
HHB075 Indonesian 5
HHB076 Indonesian 6

2. Students with Year 12 Language qualifications or equivalent in Indonesian should undertake the following unit sequence:

HHB073 Indonesian 3
HHB074 Indonesian 4
HHB075 Indonesian 5
HHB076 Indonesian 6
HHB077 Indonesian 7
HHB078 Indonesian 8

#### **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. Diee 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

Total credit points: 288

Standard credit points per full-time semester: 48

Course coordinator: Head, Undergraduate Studies

(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

- a. Faculty Core (six faculty core units)
- b. Major Core (two majors of six units each) and
- c. 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 Televisi			

\* Students intending to take the Television submajor 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 Theory and Practice AMB220 Advertising Copywriting AMB221 Advertising Copywriting AMB222 Media Planning AMB322 Advertising Copywriting AMB323 Advertising Compagnent AMB321 Advertising Theory and Practice as part of the Faculty Core will need to choose one of the following three units as a substitution: AMB230 Internet Promotion AMB231 Internet Promotion AMB233 Advertising Strategy and Planning AMB230 Internet Promotion AMB230 Public Relations Theory and Practice AMB231 Media Relations and Publicity AMB262 Public Relations Ambinated the Ambination States and Publicity AMB262 Public Relations Ambination AMB270 Public Relations Ambination AMB281 Media Relations and Publicity AMB262 Public Relations Cases AMB370 Public Relations Cases AMB370 Public Relations Cases AMB370 Public Relations Cases AMB370 Public Relations Cases AMB381 Public Relations Cases AMB381 Public Relations Respective Faculty Core will need to choose one of the Faculty Core will need to choose one o			KJB120	Newswriting	
AMB220 Advertising Theory and Practice AMB221 Advertising Copywriting AMB222 Media Planning AMB222 Media Planning AMB223 Media Planning AMB221 Advertising Campaigns Students who have completed AMB220 Advertising Theory and Practice as part of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Pacutity Core will need to choose one of the Facutity Core will need to choose one of the	Advertising			•	
AMB202 Advertising Copywriting AMB212 Advertising Copywriting AMB223 Media Planning AMB321 Advertising Campaigns Students who have completed AMB20 Advertising Theory and Practice as part of the following three units as a substitution: AMB202 Integrated Marketing Communication AMB203 Internet Promotion AMB204 Media Planning  Public Relations AMB205 Public Relations Amberting AMB306 Public Relations Amberting AMB307 Public Relations Amberting AMB308 Public Relations Amberting AMB309 Public Relations Cases AMB301 Public Relations Cases AMB301 Public Relations Campaigns Students who have completed AMB200 Public Relations Theory and Practice as part of the following three units as a substitution: AMB200 Integrated Marketing Communication RCB101 Communication Report Promotion RCB101 Communication in the New Economy RCB103 Strategic Speech Communication RCB301 Marketing Communication RCB302 New Media Technologies RCB303 Managing Communication Resources RCB304 Managing Communication Resources RCB305 Media Audiences  "Subdents may error in rKB305 Workplace Loaning instead of RCB305 Poblical Communication Major Coordinator RCB101 Foundations of Film and Television Production Resource RCB303 Gritical Thinking About Television RCB105 Narrative Production RCB107 Television Genres RCB300 Television Genres RCB300 Television Genres RCB300 Television Production Resource RCB300 Television Genres RCB300 Television G	AMB220	Advertising Theory and Practice			
AMB222 Media Planning AMB223 Advertising Management AMB321 Advertising Campaigns AMB321 Advertising Campaigns AMB322 Advertising Theory and Practice as part of the Faculty Core will need to choose aubstitution: AMB230 Internet Promotion AMB230 Advertising Strategy and Planning Public Relations Theory and Practice AMB260 Public Relations Theory and Practice AMB270 Public Relations Theory and Practice AMB280 Public Relations Theory and Practice AMB280 Public Relations Theory and Practice AMB281 Marketing Communication AMB330 Public Relations Theory and Practice AMB381 Public Relations Cappaigns Students who have completed AMB260 Public Relations Cappaigns Students who have completed AMB260 Public Relations Theory and Practice as part of the Faculty Ore will need to choose are of the Faculty	AMB200	Consumer Behaviour		· ·	
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 Real Reporting subject to the approval of the Faculty Core will need to choose one of the Faculty Co	AMB221	Advertising Copywriting			
AMB321 Advertising Campaigns Students who have completed AMB220 Advertising Theory and Practice as part of the following three units as a substitution: AMB202 Integrated Marketing Communication AMB203 Public Relations AMB204 Public Relations Theory and Practice AMB205 Public Relations AMB206 Public Relations Theory and Practice AMB207 Public Relations AMB208 Public Relations Theory and Practice AMB209 Public Relations AMB209 Public Relations Ambertance AMB200 Public Relations Campaigns Students who have completed AMB260 Public Relations Campaigns Students who have completed AMB260 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: AMB201 Integrated Marketing Communication AMB202 Integrated Marketing Communication AMB203 Intermet Promotion AMB203 Intermet Promotion AMB204 Integrated Marketing Communication Regulations and Ethics  Media and Communication in the New Economy KCB103 Strategic Speech Communication KCB304 Managing Communication Resources - Students may enrol in KKB320 Workplace Loarning instead of KLB303 Political Communication Resources - Students may enrol in KKB320 Workplace Loarning instead of KLB303 Political Communication Production KPB104 Film and Television Production KPB105 Narrative Production KPB107 Television Genres KPB303 Critical Thinking About Television  KPB107 Television Genres KPB303 Critical Thinking About Television  Intermetational Journalism  Learning instead of KLB302 Folitical Communication Surptice as part of the planning Surptice Advertising Strategy and Planning Elective Year 2, Semester 1  KLB201 Marketing Communication  Year 2, Semester 1  KLB202 International Journalism  Year 1, Semester 2  KLB101 Journalism Information Systems  KKB105 Narrative Production  Year 1, Semester 2  KLB210 Journalism Information Systems  KKB202 New Media Technologies  Year 2, Semester 1  KLB210 Journalism Information Journalism  Year 1, Semester 1	AMB222	Media Planning	Roboor	. •	
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:  AMB230 Internet Promotion AMB230 Internet Promotion AMB230 Advertising Strategy and Planning  Public Relations Public Relations Theory and Practice AMB260 Public Relations Theory and Practice AMB261 Media Relations and Publicity AMB262 Public Relations Campaigns Students who have completed AMB260 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:  AMB201 Internet Promotion AMB202 Integrated Marketing Communication AMB203 Internet Promotion AMB201 Internet Promotion AMB201 Internet Promotion AMB202 Integrated Marketing Communication AMB203 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 Internet Promotion AMB203 Internet Promotion AMB203 Internet Promotion AMB204 Marketing Communication Regulations and Ethics  Media and Communication in the New Economy KCB103 Strategic Speech Communication KCB302 Political Communication Resources ACB20 New Media Technologies AMB204 Marketing Gommunication AMB205 Internet Promotion AMB206 Managing Communication Resources AMB207 Marketing Gommunication AMB208 Internet Promotion AMB209 Internet Promotion AMB209 Internet Promotion AMB200 Advertising Management AMB201 Internet Promotion AMB202 Internet Promotion AMB203 Internet Promotion AMB203 Internet Promotion AMB204 Internet Promotion AMB205 Internet Promotion AMB207 Introduction Resource AMB208 Internet Promotion AMB209 Internet Promotion AMB209 Internet Promotion AMB200 Internet Promotion AMB200 Internet Promotion AMB201 Internet Promotion AMB202 Internet Promotion AMB203 Internet Promotion AMB204 Internet Promotion AMB205 Internet Promotion AMB207 Internet Promotion AMB208 Internet Promotion AMB209 Internet Promotion AMB2	AMB320	Advertising Management		Learning instead of KJB337 Public Affairs	
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 Advertising Strategy and Planning  Public Relations  AMB260 Public Relations Theory and Practice AMB261 Media Relations and Publicity AMB270 Public Relations Campaigns  AMB270 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  AMB203 Internet Promotion  AMB204 Internet Promotion  AMB205 Internet Relations Campaigns  AMB206 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:  AMB200 Integrated Marketing Communication  AMB201 Internet Promotion  AMB202 Internet Promotion  AMB203 Strategic Speech Communication  ECRB101 Communication in the New Economy  KCB101 Communication Resources  KCB304 Managing Communication Resources  KCB305 New Media Technologies  KCB306 Media Audiences  Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  Electives - 6 units required  Select six units from any Faculty.  Course structure - Advertising / International Journalism  KKB007 Introduction to Multimedia Technology  Writing for Creative Industries  KKB009 Writing for Creative Industries  KKB007 Newswriting  KKB008 Newswriting  KKB007 Newswriting  KKB010 Newswriting  KKB011 Newswriting  KKB011 Newswriting  KKB012 Newswriting  KKB012 Newswriting  KKB013 Newswriting  KKB014 Newswriting  KKB015 Newswriting  KKB016 Newswriting  KKB017 Newswriting  KKB018 Newswriting  KKB018 Newswriting  KKB019 Newswriting  KKB010 Newswriting  KKB010 Newswriting  KKB01	AMB321	Advertising Campaigns		Reporting subject to the approval of the Journalism Maior Cooridinator	
Faculty Core will need to choose one of the following three units as a substitution:  AMB202 Integrated Marketing Communication AMB230 Internet Promotion  AMB230 Internet Promotion  AMB230 Advertising Strategy and Planning  Public Relations  AMB260 Public Relations Theory and Practice  AMB261 Media Relations and Publicity  AMB262 Public Relations Writing  AMB270 Public Relations Writing  AMB270 Public Relations Cases  AMB371 Public Relations Cases  AMB381 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:  AMB200 Internet Promotion  AMB230 Internet Promotion  AMB231 Marketing Communication Resultations  AMB231 Marketing Communications Regulations and Ethics  Media and Communication in the New Economy  KCB103 Strategic Speech Communication  KCB104 Managing Communication  KCB302 Publical Communication Resources  KCB302 New Media Technologies  KCB304 Managing Communication Resources  CCB305 New Media Audiences  - Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  Elective  Television  KPB101 Foundations of Film and Television Production  KPB105 Narrative Production  KPB106 Australian Television  Film and Television Production Resource  MRB30 Creative Industries  Select six units from any Faculty.  Course structure - Advertising / International Journalism Introduction to Multimedia Technology  KKB009 Writing for Creative Industries  KKB010 Marketing  Fear 1, Semester 1  KJB101 Newswriting  AMB200 Newswriting  Creative Industries  AMB200 Newswriting  AMB201 Marketing and Audience Research  AMB202 Made Planning  Elective  Fear 2, Semester 1  KJB121 Journalistic Inquiry  MB202 Madvertising Copywriting  Elective  Fear 3, Semester 2  KJB280 International Journalism  AMB202 International Journalism  AMB203 International Journalism  Fear 4, Semester 1  KJB20 International Journalism  AMB200 International Journalism  AM				•	
AMB202       Integrated Marketing Communication       Course structure - Advertising / International Journalism         AMB230       Internet Promotion       Year 1, Semester 1         Public Relations       KKB007       Introduction to Multimedia Technology         AMB261       Media Relations Theory and Practice       KKB009       Writing for Creative Industries         AMB262       Public Relations Writing       BSB126       Marketing         AMB370       Public Relations Campaigns       SSB126       Marketing         AMB361       Public Relations Campaigns       KKB120       Meswarriting         Students who have completed AMB260 Public Relations Theory and Practice as part of the following three units as a substitution:       KKB120       Newswriting         AMB202       Integrated Marketing Communication       AMB202       Newswriting         AMB230       Internet Promotion       AMB200       Creative Industries         AMB231       Marketing Communication Regulations and Ethics       KJB121       Journalistic Inquiry         Media and Communication       Year 2, Semester 1       KJB121       Journalistic Inquiry         KCB302       Political Communication       AMB202       International Journalism         KCB302       Political Communication Resources       KJB280       International Journalism		Faculty Core will need to choose one of the	Electives -	- 6 units required	
AMB230 Internet Promotion AMB330 Advertising Strategy and Planning  Public Relations AMB260 Public Relations Theory and Practice AMB261 Media Relations and Publicity AMB270 Public Relations Cases AMB371 Public Relations Cases AMB371 Public Relations Cases AMB372 Public Relations Cases AMB373 Public Relations Cases AMB374 Public Relations Cases AMB375 Public Relations Cases AMB375 Public Relations Cases AMB376 Public Relations Cases AMB376 Public Relations Cases AMB377 Public Relations Cases AMB378 Public Relations Cases AMB379 Public Relations Cases AMB370 Public Relations Planting Relations Tree Post Planting Amb370 Practice AMB370 Public Relations Production AMB370 Public Relations Planting Planting Elective AMB370 Public Relations Planting Planting Elective AMB370 Planting Marketing Communication AMB370 Planting Marketing Communication AMB370 Planting Marketing Communica		· ·		Select six units from any Faculty.	
AMB330 Advertising Strategy and Planning  Public Relations  AMB260 Public Relations Theory and Practice AMB261 Media Relations and Publicity AMB362 Public Relations Cases  AMB363 Public Relations Cases  AMB364 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 AMB231 Internet Promotion AMB232 Marketing Communications Regulations and Ethics  Media and Communication KCB101 Communication in the New Economy KCB103 Strategic Speech Communication KCB304 Managing Communication KCB302 New Media Technologies KCB304 Media Audiences  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator KCB101 Foundations of Film and Television Production KPB101 Foundations of Film and Television Production KPB104 Film and Television Production KPB105 Narrative Production KPB106 Australian Television KPB107 Television Genres KPB300 Critical Thinking About Television  AMB300 Internet Invance Internet Inte		•	Course st	ructure - Advertising / International	
Public Relations  AMB260 Public Relations Theory and Practice  AMB261 Media Relations and Publicity  AMB262 Public Relations Writing  AMB370 Public Relations Cases  AMB371 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  AMB231 Marketing Communication Regulations Regulations Regulations and Ethics  Media and Communication  KCB101 Communication in the New Economy  KCB103 Strategic Speech Communication  KCB202 New Media Technologies  KCB304 Managing Communication Resources  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Polltical Communication Major Coordinator  KCB201 Foundations of Film and Television Production  KPB101 Foundations of Film and Television Production  KPB104 Film and Television Production  KPB105 Australian Television  KPB106 Australian Television  KPB107 Television Genres  KPB303 Critical Thinking About Television  Internetional Journalism  Year 1, Semester 1  KKB007 Introduction to Multimedia Technology  KKB009 Writing for Creative Industries  KKB000 Writing On Creative Industries  KKB000 Marketing  AMB210 Newswriting  KKB018 Creative Industries  KJB120 Newswriting  KKB018 Creative Industries  AMB200 Consumer Behaviour  AMB202 Advertising Theory and Practice  Wash 2, Semester 1  KJB121 Journalistic Inquiry  AMB202 Media Planning  Elective  Elective  Elective  Elective  Elective  Year 3, Semester 1  KJB204 Feature Writing  AMB205 International Journalism  AMB206 Advertising Management  AMB207 International Journalism  AMB208 International Journalism  AMB209 International Journalism  AMB200 Advertising Strategy and Planning  Elective  Year 3, Semester 2  KJB307 Public Affairs Reporting			Journalisı	m	
Public Relations         KKB007         Introduction to Multimedia Technology           AMB260         Public Relations and Publicity         KKB009         Writing for Creative Industries           AMB261         Media Relations writing         BSB126         Marketing           AMB370         Public Relations Cases         AMB371         Public Relations Campaigns         Year 1, Semester 2           AMB361         Public Relations Campaigns         Year 1, Semester 2           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:         KKB018         Creative Industries           AMB202         Integrated Marketing Communication         AMB200         Consumer Behaviour           AMB230         Internet Promotion         AMB200         Advertising Theory and Practice           Media and Communication in the New Economy KCB103         Marketing Communication         AMB201         Marketing and Audience Research           KCB302         Political Communication Resources         KB202         Media Planning           KCB202         New Media Technologies         AMB221         Advertising Copywriting           KCB202         New Media Technologies         KB200         International Journalism           KPB101         Foundations of Film and Television P	AMB330	Advertising Strategy and Planning	Voor 1 Competer 1		
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 AMB231 Marketing Communication AMB231 Marketing Communications Regulations and Ethics CRB101 Communication in the New Economy KCB103 Strategic Speech Communication KCB304 Managing Communication KCB305 New Media Technologies KCB306 Media Audiences Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Mejor Coordinator KPB101 Foundations of Film and Television Production KPB105 Narrative Production KPB106 Australian Television KPB107 Television Genres KPB303 Critical Thinking About Television KPB303 Public Relations Amb260 KKB090 Writing SBSB126 Marketing SBB126 Marketing Marketing Marketing KKB019 Journalism Information Systems KKB010 Journalism Information Systems KKB010 Journalism Information Systems KKB010 Journalism Information Systems SBB126 Marketing  Year 1, Semester 2 KJB100 Newswriting KKB010 Advertising Andexiting KKB010 Journalism AMB220 Advertising Copywriting Elective Elective Elective  Year 2, Semester 1 KJB211 Journalism AMB222 Media Planning Elective Elective Elective  Year 3, Semester 1  AMB220 Internet Promotion OR AMB230 Internet Promotion OR AMB230 Advertising Strategy and Planning Elective  Year 3, Semester 2  XIB101 Journalism Called Strategy AMB220 Advertising Strategy and Planning Elective  Year 3, Semester 2  XIB101 Journalism Called Strategy AMB220 Advertising Strategy and Planning Elective  Year 3, Semester 2  XIB101 Journalism Called Strategy AMB220 Advertising Strategy and Planning Elective  Year 3, Semester 2  XIB102 Journalism Called Stra	Public Rela	ations			
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 following three units as a substitution:  AMB202 Integrated Marketing Communication AMB203 Internet Promotion AMB203 Internet Promotion AMB201 Marketing Communications Regulations and Ethics  Media and Communication in the New Economy KCB101 Strategic Speech Communication KCB302 Political Communication KCB304 Managing Communication KCB305 New Media Technologies KCB306 Media Audiences  Students may ernot in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator KPB101 Foundations of Film and Television Production KPB105 Narrative Production KPB106 Australian Television KPB107 Television Genres KPB300 Critical Thinking About Television KPB301 Internet Promotion KPB107 Television Genres KPB300 Critical Thinking About Television Internetional Journalism Internetion Systems KJB210 Marketing KJB210 Newswriting KKB018 Creative Industries KJB200 Consumer Behaviour AMB200 Advertising Theory and Practice  KJB101 Marketing Occurrent Promotion AMB202 Media Planning Elective  Year 2, Semester 1 KJB212 Journalistic Inquiry AMB203 International Journalism AMB204 Advertising Copywriting Elective Elective  Year 3, Semester 1 KJB224 Feature Writing AMB300 Advertising Management AMB202 Integrated Marketing Communication OR AMB303 Advertising Strategy and Planning Elective  Year 3, Semester 2 KJB337 Public Affairs Reporting				•	
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 AMB231 Marketing Communication 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 subject to the approval of the Media and Television Production KPB101 Foundations of Film and Television Production KPB105 Narrative Production KPB106 Australian Television KPB107 Television Genres KPB303 Critical Thinking About Television  Internetional Journalism Interneting Marketing Surfaces and the Media and Communication  KAB SB126 Marketing KKB018 Creative Industries KKB018 Creative Industries KKB018 Creative Industries  KKB018 Creative Industries  KKB018 Creative Industries  AMB200 Consumer Behaviour  AMB201 Marketing Creative Industries  AMB201 Marketing Creative Industries  AMB202 Media Planning Elective  Year 2, Semester 1  KJB121 Journalistic Inquiry  AMB202 Media Planning Elective  Year 2, Semester 2  KJB280 Interneting Copywriting Elective  Year 3, Semester 1  KJB224 Feature Writing  AMB300 Advertising Management  AMB202 Integrated Marketing Communication  OR  AMB203 Internet Promotion  OR  AMB204 Advertising Strategy and Planning Elective  Year 3, Semester 2  KJB337 Public Affairs Reporting	AMB261	·		•	
AMB370       Public Relations Cases       Year 1, semester 2         AMB361       Public Relations Campaigns       Year 1, semester 2         AMB361       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:       KKB018       Creative Industries         AMB202       Integrated Marketing Communication       AMB200       Consumer Behaviour         AMB230       Internet Promotion       AMB220       Advertising Theory and Practice         AMB231       Marketing Communications Regulations and Ethics       KJB121       Journalistic Inquiry         KCB101       Communication       Macketing and Audience Research         KCB103       Strategic Speech Communication       Year 2, semester 1         KCB304       Managing Communication Resources       KJB280       International Journalism         KCB202       New Media Technologies       AMB221       Advertising Copywriting         KCB301       Media Audiences       Elective         * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication subject to the approval of the Media and Communication Major Coordinator       Year 3, semester 1         KPB101       Foundations of Film and Television Production       AMB220       Integrated Marketing Communication         KPB105		·		•	
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  AMB231 Internet Promotion  AMB232 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  KCB305 New Media Technologies  KCB306 Media Audiences  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  KCB301 Foundations of Film and Television Production  KCPB101 Foundations of Film and Television Production  KCPB101 Foundations of Film and Television Production  KCPB103 Critical Thinking About Television  KCPB104 Journalism  KCPB105 International Journalism  KCPB106 Australian Television  KCPB107 Television Genres  Critical Thinking About Television  International Journalism  KCPB107 Television International Journalism  KCPB108 Journalism  KCPB109 Journalism  KCPB109 Journalism  KCPB100 Journalism  KCPB100 Journalism  KCPB100 Journalism And Television  KCPB100 Journalism  KCPB100 Journalism  KCPB100 Journalism  KCPB101 Journalism  KCPB101 Foundations of Film and Television  COR  AMB230 Journalism  KCPB101 Journalism  KCPB102 Journalism  KCPB103 Journalism  KCPB104 Journalism  KCPB105 Journalism  KCPB106 Journalism  KCPB107 Television Genres  Critical Thinking About Television  Critical Thinking About Television  KCPB108 Journalism  KCPB109 Journa	AMB370	· ·	D3D120	warkeung	
Relations Theory and Practice as part of the Faculty Core will need to choose one of the faculty Core will nee	AMB361	Public Relations Campaigns	Year 1, Semester 2		
Faculty Core will need to choose one of the following three units as a substitution:  AMB200			KJB120	Newswriting	
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  KCB202 New Media Technologies  KCB202 New Media Technologies  KCB301 Media Audiences  Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  KCB301 Foundations of Film and Television Production  KCB101 Foundations of Film and Television Production  KCB101 Foundations of Film and Television Production  KCB302 Replace Amb221 Advertising Copywriting  Elective  Fleature Writing  AMB200 Internet Promotion  AMB202 Advertising Management  AMB203 Internet Promotion  AMB204 Advertising Strategy and Planning  Elective  Fleative  Fl		Relations Theory and Practice as part of the	KKB018	Creative Industries	
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 Major Coordinator  KCB301 Foundations of Film and Television Production KCB101 Foundations of Film and Television Production KCB302 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  KCB101 Foundations of Film and Television Production KCB302 New Media Technologies KCB301 Media Audiences  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  KCB301 Managing Communication  **Year 2, Semester 1  **MB202 Media Planning **Elective**  **Year 3, Semester 1  **KJB224 Feature Writing  **AMB320 Advertising Management  **AMB320 Internet Promotion  OR  **AMB230 Internet Promotion  OR  AMB230 Internet Promotion  OR  AMB230 Advertising Strategy and Planning  Elective  **Year 3, Semester 2  **KJB337 Public Affairs Reporting			AMB200	Consumer Behaviour	
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 Major Coordinator  KCB301 Foundations of Film and Television Production  KCB101 Foundations of Film and Television Production  KCB302 New Media Technologies  KCB301 Media Audiences  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * AMB221 Advertising Copywriting  * Year 2, Semester 2  * KJB320 International Journalism  * Year 2, Semester 2  * KJB337 Public Affairs Reporting	AMB202	Integrated Marketing Communication	AMB220	Advertising Theory and Practice	
AMB231 Marketing Communications Regulations and Ethics  Media and Communication  KCB101 Communication in the New Economy  KCB103 Strategic Speech Communication  KCB302 Political Communication Resources  KCB304 Managing Communication Resources  KCB202 New Media Technologies  KCB301 Media Audiences  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  KCB301 Foundations of Film and Television Production  KCB101 Foundations of Film and Television Production  KCB101 Foundations of Film and Television Production  KCB101 Foundations of Film and Television Production  KCB102 Resource  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Malbace Learning instead of KCB302 Political Political Political Malbace Learning instead of KCB302 Political	AMB230	Internet Promotion	Vear 2 Semester 1		
Media and Communication  KCB101 Communication in the New Economy  KCB103 Strategic Speech Communication  KCB302 Political Communication Resources  KCB304 Managing Communication Resources  KCB202 New Media Technologies  KCB301 Media Audiences  * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication Major Coordinator  KCB301 Foundations of Film and Television Production  KCB301 Foundations of Film and Television Production  KCB301 Foundations of Film and Television  KCB301 Foundations of Film and Television  KCB301 Foundations of Film and Television Production  KCB301 Foundations of Film and Television  AMB302 Advertising Management  AMB202 Integrated Marketing Communication  OR  AMB230 Internet Promotion  OR  AMB230 Internet Promotion  OR  AMB230 Advertising Strategy and Planning  Elective  Year 3, Semester 2  KJB337 Public Affairs Reporting	AMB231				
Media and Communication       AMB222       Media Planning         KCB101       Communication in the New Economy       Elective         KCB103       Strategic Speech Communication       Year 2, Semester 2         KCB304       Managing Communication Resources       KJB280       International Journalism         KCB202       New Media Technologies       AMB221       Advertising Copywriting         KCB301       Media Audiences       Elective         * Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication subject to the approval of the Media and Communication Major Coordinator       Year 3, Semester 1         KPB101       Foundations of Film and Television Production       AMB320       Advertising Management         KPB104       Film and Television Production Resource Management       AMB202       Internate Promotion OR         KPB105       Narrative Production       AMB330       Internet Promotion OR         KPB107       Television Genres       AMB330       Advertising Strategy and Planning Elective         KPB303       Critical Thinking About Television       Year 3, Semester 2         International Journalism       KJB337       Public Affairs Reporting		Etnics			
KCB101 Communication in the New Economy KCB103 Strategic Speech Communication KCB302 Political Communication KCB304 Managing Communication Resources KCB205 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  KCB101 Foundations of Film and Television Production KCB104 Film and Television Production Resource Management KCB105 Narrative Production KCB106 Australian Television KCB107 Television Genres KCB308 Critical Thinking About Television  International Journalism  KCB309 International Journalism  Elective  KJB280 International Journalism  KJB221 Advertising Copywriting 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  Vear 3, Semester 2  KJB337 Public Affairs Reporting	Media and Communication			•	
KCB103 Strategic Speech Communication  KCB302 Political Communication Resources  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  Year 2, Semester 2  KJB280 International Journalism  KMB221 Advertising Copywriting  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  International Journalism  Year 3, Semester 2  KJB337 Public Affairs Reporting	KCB101	Communication in the New Economy		•	
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  KIB404 Jaurealian International Statement KIB404 Jaurealian International Journalism  KIB408 International Journalism  AMB221 Advertising Copywriting  Elective  Year 3, Semester 1  KJB224 Feature Writing  AMB320 Advertising Management  AMB202 Integrated Marketing Communication  OR  AMB230 International Journalism  AMB202 Integrated Marketing Communication  OR  AMB330 Advertising Strategy and Planning  Elective  KJB337 Public Affairs Reporting	KCB103	Strategic Speech Communication			
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  KPB101 Journalism  KPB102 Advertising Copywriting  Elective  Year 3, Semester 1  KJB224 Feature Writing  AMB202 Integrated Marketing Communication OR  AMB203 Internet Promotion OR  AMB230 Advertising Strategy and Planning Elective  Year 3, Semester 2  KJB337 Public Affairs Reporting	KCB302	Political Communication	•		
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  KPB104 International Journalism  KPB105 International Journalism  KPB106 Australian Production  KPB337 Public Affairs Reporting	KCB304	Managing Communication Resources			
* 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  KPB303 Lavraeliam Inferrent Promotion  KPB304 Lavraeliam Inferrentian Systems  KPB305 Value International Journalism  KPB306 International Journalism  KPB307 Public Affairs Reporting	KCB202	New Media Technologies	AMB221		
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  KPB304 Internet Promotion  OR  AMB320 Internet Promotion  OR  AMB230 Internet Promotion  OR  AMB330 Advertising Strategy and Planning  Elective  Year 3, Semester 1  KJB224 Feature Writing  AMB202 Integrated Marketing Communication  OR  AMB203 Internet Promotion  OR  AMB330 Advertising Strategy and Planning  Elective  Year 3, Semester 2  KJB337 Public Affairs Reporting	KCB301	Media Audiences			
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  KPB303 Critical Thinking About Television  KPB304 International Journalism  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		* Students may enrol in KKB320 Workplace		Elective	
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  KPB303 Lournalism  KUR104 Lournalism Resource  KRJB224 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		Communication subject to the approval of the	Year 3, Semester 1		
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  KPB304 Integrated Marketing Communication OR AMB230 Internet Promotion OR AMB230 Advertising Strategy and Planning Elective  Year 3, Semester 2  KJB337 Public Affairs Reporting		Media and Communication Major Coordinator	KJB224	Feature Writing	
KPB101 Foundations of Film and Television Production KPB104 Film and Television Production Resource Management OR KPB105 Narrative Production KPB106 Australian Television KPB107 Television Genres KPB303 Critical Thinking About Television  KPB304 Internet Promotion OR AMB230 Internet Promotion OR AMB230 Advertising Strategy and Planning Elective  Year 3, Semester 2  KJB337 Public Affairs Reporting	Television		AMB320	Advertising Management	
KPB104 Film and Television Production Resource Management AMB230 Internet Promotion  KPB105 Narrative Production  KPB106 Australian Television  KPB107 Television Genres  KPB303 Critical Thinking About Television  Vear 3, Semester 2  International Journalism  KUR104 Journalism Information Systems  KUR104 Journalism Information Systems			AMB202	•	
Management  KPB105 Narrative Production  KPB106 Australian Television  KPB107 Television Genres  KPB303 Critical Thinking About Television  Year 3, Semester 2  International Journalism  KJB307 Internet Promotion  OR  AMB330 Advertising Strategy and Planning  Elective  Year 3, Semester 2  KJB337 Public Affairs Reporting				•	
KPB106 Australian Television KPB107 Television Genres KPB303 Critical Thinking About Television  Year 3, Semester 2  International Journalism KJB307 Public Affairs Reporting			AMB230	Internet Promotion	
KPB107 Television Genres  KPB303 Critical Thinking About Television  Year 3, Semester 2  International Journalism  KJB337 Public Affairs Reporting	KPB105	Narrative Production		OR	
KPB303 Critical Thinking About Television  Year 3, Semester 2  International Journalism  KJB337 Public Affairs Reporting	KPB106	Australian Television	AMB330	Advertising Strategy and Planning	
Year 3, Semester 2 International Journalism  KJB337 Public Affairs Reporting	KPB107	Television Genres		Elective	
International Journalism  KJB337 Public Affairs Reporting	KPB303	Critical Thinking About Television	V0		
KJB337 Fubility Allalis Reporting	International Journalism				
AINB321 Advertising Campaigns				·	
		osamanom mornadon cyclomo	AMB321	Advertising Campaigns	

Elective

Elective

\* Students may enrol in KKB320 Workplace Learning instead of KJB337 subject to approval of the Journalism Major Coordinator

## Course structure - Advertising / Media & Communication

rear 1, Ser	mester i
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

\* Students may enrol in KKB320 Workplace Learning instead of KCB302 Political Communication, subject to the approval of the Media & Communication Major Coordinator.

#### 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

KKB009	Writing for Creative Industries Elective	AMB260 KKB018	Public Relations Theory and Practice Creative Industries
V 4.0	4.0	KPB101	Foundations of Film and Television Production
Year 1, Se		Voor 2 Co	amaatan 1
AMB200	Consumer Behaviour	Year 2, Se	
AMB201 AMB220	Marketing and Audience Research	AMB261 KPB105	Media Relations and Publicity  Narrative Production
AMB260	Advertising Theory and Practice	KPB105	
AIVIDZOU	Public Relations Theory and Practice		Elective Elective
Year 2, Se	emester 1		Liective
AMB221	Advertising Copywriting	Year 2, Se	emester 2
AMB222	Media Planning	AMB262	Public Relations Writing
AMB261	Media Relations and Publicity	KPB104	Film and Television Production Resource
	Choose either KCB103 or KWB102	KPB107	Management Television Genres
KCB103	Strategic Speech Communication	KI BIOI	Elective
KWB102	Media Writing		Liective
Year 2, Se	emester 2	Year 3, Se	emester 1
AMB262	Public Relations Writing	AMB370	Public Relations Cases
	Choose one from the following three units:	KPB303	Critical Thinking About Television
AMB230	Internet Promotion		Elective
AMB202	Integrated Marketing Communication		Elective
AMB231	Marketing Communications Regulations and Ethics	Year 3, Se	
	Elective		Choose two from the following three units:
	Elective	AMB202	Integrated Marketing Communication
V 0.0		AMB230	Internet Promotion
Year 3, Se		AMB231	Marketing Communications Regulations and Ethics
AMB320 AMB370	Advertising Management Public Relations Cases	AMB361	Public Relations Campaigns
AIVIDSTU	Choose one from the following three units:		Elective
AMB202	Integrated Marketing Communication	Course st	ructure - Public Relations / Media &
AMB230	Internet Promotion	Communi	
AMB330	Advertising Strategy and Planning	Year 1, Se	emester 1
	Elective	KCB101	Communication in the New Economy
Year 3, Se	emester 2	KCB103	Strategic Speech Communication
AMB321	Advertising Campaigns	KKB009	Writing for Creative Industries
AMB361	Public Relations Campaigns	BSB126	Marketing
	Elective	Voor 1 Co	omastar 2
	Elective	Year 1, Se KKB007	
Course et	ructure - Public Relations / Television	KKB007 KKB018	Introduction to Multimedia Technology Creative Industries
Course su	declare - Fublic Relations / Television	AMB201	Marketing and Audience Research
Year 1, Se	emester 1	AMB260	Public Relations Theory and Practice
BSB126	Marketing	AIVIDZOO	Tublic Relations Theory and Fractice
KKB007	Introduction to Multimedia Technology	Year 2, Se	emester 1
KPB106	Australian Television	KCB301	Media Audiences
KWB102	Media Writing	AMB261	Media Relations and Publicity
Voor 1 Co	amostor 2		Elective
Year 1, Se AMB201	Marketing and Audience Research		Elective
UINIDEO I	Marketing and Addictive Neseard		

Year 2, Se	emester 2	AMB231	Marketing Communications Regulations and Ethics
KCB202 New Media Technologies			Etilics
AMB262	Public Relations Writing	Year 3, Se	emester 1
	Choose two from the following three units:	AMB370	Public Relations Cases
AMB202	Integrated Marketing Communication	KJB224	Feature Writing
AMB230	Internet Promotion		Elective
AMB231	Marketing Communications Regulations and Ethics		Elective
Year 3, Se	emester 1	Year 3, Se	
KCB302	Political Communication	AMB361	Public Relations Campaigns
AMB370	Public Relations Cases	KJB337	Public Affairs Reporting
	Elective		Elective
	Elective		Elective
			* Students may enrol in KKB320 Workplace
Year 3, Se			Learning instead of KJB337 subject to approval
KCB304	Managing Communication Resources		of the Journalism Discipline Coordinator.
AMB361	Public Relations Campaigns	Course st	ructure - Media & Communication / Television
	Elective		
	Elective	Year 1, Se	
	* Charlente man annul in IVID220 Wenterland	KCB101	Communication in the New Economy
	* Students may enrol in KKB320 Workplace Learning instead of KCB302 Political	KWB102	Media Writing
	Communication, subject to the approval of the Media & Communication Major Coordinator.	BSB126	Marketing
	·	KKB007	Introduction to Multimedia Technology
	ructure - Public Relations / International	Year 1, Se	emester 2
Journalis	m	KKB018	Creative Industries
Year 1, Se	emester 1	KPB104	Film and Television Production Resource
BSB126	Marketing	AMD004	Management
KJB101	Journalism Information Systems	AMB201	Marketing and Audience Research
KKB007	Introduction to Multimedia Technology	AMB220	Advertising Theory and Practice
KKB009	Writing for Creative Industries	AMPOCO	OR
Year 1, Se	amaster 2	AMB260	Public Relations Theory and Practice
AMB201	Marketing and Audience Research	Year 2, Se	emester 1
AMB260	Public Relations Theory and Practice	KPB106	Australian Television
KJB120	Newswriting	KCB103	Strategic Speech Communication
KKB018	Creative Industries	KCB301	Media Audiences
KKD010	Orealive industries		Elective
Year 2, Se	emester 1	Voor 2 Sc	omeeter 2
AMB261	Media Relations and Publicity	Year 2, Se	
KJB121	Journalistic Inquiry	KPB101	Foundations of Film and Television Production
	Elective	KCB202	New Media Technologies
	Elective		Elective
Year 2, Se	emester 2		Elective
AMB262	Public Relations Writing	Year 3, Se	emester 1
KJB280	International Journalism	KPB105	Narrative Production
NJDZOU		KCB302	Political Communication
A MID DOOD	Choose two from the following three units:	KPB303	Critical Thinking About Television
AMB202	Integrated Marketing Communication		Elective
AMB230	Internet Promotion		

Vaar	3	Semester 2	
i eai	<b>J</b> .	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

#### Year 2, Semester 1

**AMB220** 

KCB301	Media Audiences
KCB103	Strategic Speech Communication
KJB121	Journalistic Inquiry
KWB102	Media Writing

Advertising Theory and Practice

#### 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, Ser	mostor 2	
Teal 1, Sel	HESIEI Z	
KJB120	Newswriting	

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

Vacua Compostor 1

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**

Creative Inc	dustries Faculty Undergraduate Open Electives	KKB357	Independent Study
	These unit offerings are current at the time of		Music & Sound Discipline
	publication but are subject to change.	KMB002	Music and Spirituality
	Rules for selecting electives:	KMB003	Sex Drugs Rock 'n' roll
	* you must obey any elective rules as set out in your course requirements	KMB004	World Music
	* you cannot select a unit that forms part of the	KMB104	Music and Sound Skills
	compulsory units of your course or the	KMB105	Music and Sound Technology
	compulsory units of your chosen sub-major area.	KMB107	Sound, Image, Text
	* you must have successfully completed any	KMB108	Sound Recording and Acoustics
	pre/co-requisite units applicable		Film & Television Discipline
	* the offering of elective units is subject to sufficient student enrolment numbers and staff	KPB102	Film History
	availability	KPB106	Australian Television
	* some units are subject to quota restrictions	KPB108	Media Text Analysis
	* KK33, KK34, KJ32, KM32, IX07 and IX16	KPB203	Australian Film
	students ONLY are permitted to select electives from outside the Faculty of Creative	KPB303	Critical Thinking About Television
	Industries		Performance Studies Discipline
Semester 1		KTB061	Creative Industries Management
OCITICS(CI 1	Media & Communication Discipline	KTB062	Creative Industries Events and Festivals
KCB101	Communication in the New Economy	KTB101	20th Century Performance
KCB102	Media and Society: From Printing Press to	KTB204	Understanding Performance
RODTOZ	Internet	KTB306	Directing for Events and Festivals
KCB103	Strategic Speech Communication		Visual Arts Discipline
KCB201	Virtual Cultures	KVB102	Modernism
KCB302	Political Communication	KVB104	Photomedia and Artistic Practice
	Communication Design Discipline	KVB110	2D Media and Processes
KIB201	Interactive Writing	KVB212	Australian Art, Architecture and Design
KIB108	Animation Practices	KVB304	Contemporary Art Issues
	Dance Discipline		Creative Writing & Cultural Studies Discipline
KDB105	Architecture of the Body	KWB001	Introduction to Literary Theory and Cultural Studies
KDB108	World Dance	KWB003	Modern Times (Literature and Culture in the
KDB110	Deconstructing Dance in History	KWD003	20th Century)
	Fashion Discipline	KWB005	Wonderlands: Literature and Culture in the
KFB103	Introduction to Fashion Design	IZWD101	19th Century
	Journalism Discipline	KWB101	Introduction to Creative Writing
KJB101	Journalism Information Systems	KWB102	Media Writing
KJB120	Newswriting	KWB103	Persuasive Writing
KJB121	Journalistic Inquiry	KWB104	Creative Writing: The Short Story
KJB224	Feature Writing	KWB105	Film and Television Scriptwriting
KJB239	Journalism Ethics and Issues	KWB107	Introduction to Creative Non-Fiction
	Faculty	KWB207	Great Books: The Literary Classics
KKB004	Indigenous Creative Industries	Semester 2	2
KKB210	Computational Arts 1		Media & Communication Discipline
KKB290	Supervised Group Project	KCB101	Communication in the New Economy
KKB320	Workplace Learning	KCB103	Strategic Speech Communication
KKB330	Workplace Learning	KCB104	Media and Communications Industries
KKB340-2	Workplace Learning	KCB105	Media and Communication Research Methods
KKB340-1	Workplace Learning	KCB202	New Media Technologies
			-

KCB203	Consumer Cultures
	Communication Design Discipline
KIB202	Enabling Immersion
	Dance Discipline
KDB106	Dance Analysis
KDB109	Funk, Tap and all that Jazz
KDB204	Australian Dance
	Faculty
KKB290	Supervised Group Project
KKB211	Computational Arts 2
KKB320	Workplace Learning
KKB330	Workplace Learning
KKB340-1	Workplace Learning
KKB340-2	Workplace Learning
KKB357	Independent Study
	Fashion Discipline
KFB105	Fashion and Modernity
	Journalism Discipline
KJB101	Journalism Information Systems
KJB120	Newswriting
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
KTB207	Staging Australia
	Visual Arts Discipline
KVB103	Australian Art
KVB104	Photomedia and Artistic Practice
KVB108	Contemporary Asian Visual Culture
10 /00 / /	

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:**

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.

## 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. Diee 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

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

Faculty of Business Phone +61 7 3864 2050, Fax +61 7 3864 1537, email 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.

Year 1, Semester 1

#### **Course structure - Accountancy**

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

BSB111	Business Law and Ethics
BSB122	Quantitative Analysis and Finance
ENB103	Electrical Engineering
MAB132	Engineering Mathematics 2A

OR

Year 1 Semester 2

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

Linear Circuits and Systems
Management, People and Organisations
International and Electronic Business
Data Analysis for Business

#### Year 3 Semester 1

rear 3, Semester 1	
BSB126 Marketing	
Business Double Major / Extended Major Specialisation Unit	/
EEB311 Electrical Measurement and Machines	
ENB240 Introduction To Electronics	

Voor	2	Semeste	r 2
rear	o.	Semeste	

AYB121	Financial Accounting
AYB221	Computerised Accounting Systems
EEB411	Classical Control and Power Systems
ENB244	Microprocessors and Digital Systems

#### Year 4, Semester 1

Introduction to Design
Electrical and Computer Engineering elective unit
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, Ser	mester 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 Electrical and Computer Engineering elective unit Year 1, Semester 2 **BSB111 Business Law and Ethics AMB200** Consumer Behaviour Business Double Major / Extended Major / Specialisation Unit **AMB220** Advertising Theory and Practice **ENB103** Electrical Engineering Year 5, Semester 2 **MAB132 Engineering Mathematics 2A** EEB889-2 Project OR Electrical and Computer Engineering elective MAB182 **Engineering Mathematics 2B** unit **BSB110** Accounting Year 2, Semester 1 Business Double Major / Extended Major / **ENB240** Introduction To Electronics Specialisation Unit **ENB246 Engineering Problem Solving Business Units MAB233 Engineering Mathematics 3** Students should refer to the BS56 Course **PCB136 Engineering Physics 1C** Notes entry for information on double major/extended major/specialisation units Year 2, Semester 2 Course structure - Banking & Finance **ENB243** Linear Circuits and Systems **AMB221** Advertising Copywriting Year 1, Semester 1 **AMB222** Media Planning **BEB100** Introducing Professional Learning **BSB115** Management, People and Organisations **BSB113 Economics BSB115** Management, People and Organisations Year 3, Semester 1 MAB180 **Engineering Mathematics 1B BSB113 Economics** Business Double Major / Extended Major / Specialisation Unit **MAB131 Engineering Mathematics 1A EEB311 Electrical Measurement and Machines** MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or **ENB240** Introduction To Electronics better in Queensland Mathematics C Year 3, Semester 2 Year 1, Semester 2 **BSB114** Government, Business and Society **BSB122** Quantitative Analysis and Finance Business Double Major / Extended Major / **EFB102 Economics 2** Specialisation Unit **ENB103** Electrical Engineering **EEB411** Classical Control and Power Systems **MAB132 Engineering Mathematics 2A ENB244** Microprocessors and Digital Systems OR Year 4, Semester 1 **MAB182 Engineering Mathematics 2B EEB584** Introduction to Design Year 2, Semester 1 Electrical and Computer Engineering elective **ENB240** Introduction To Electronics AMB320 Advertising Management **ENB246 Engineering Problem Solving** Business Double Major / Extended Major / **Engineering Mathematics 3 MAB233** Specialisation Unit **PCB136 Engineering Physics 1C** Year 4, Semester 2 Year 2, Semester 2 **EEB684** Advanced Design Linear Circuits and Systems **ENB243** Electrical and Computer Engineering elective **BSB110** Accounting AMB321 **BSB119** International and Electronic Business Advertising Campaigns Business Double Major / Extended Major / **EFB101** Data Analysis for Business Specialisation Unit Year 3, Semester 1 Year 5, Semester 1 **BSB126** Marketing

EEB889-1 Project

BUSINESS				
EFB210	Finance 1		OR	
EEB311	Electrical Measurement and Machines	MAB131	Engineering Mathematics 1A	
ENB240	Introduction To Electronics		MAB180 Engineering Mathematics 1 is to be	
V 0.0			taken by those students not obtaining a SA or better in Queensland Mathematics C	
Year 3, Se			bottor in Quodificana Mathematica C	
BSB111	Business Law and Ethics	Year 1, Se	emester 2	
EFB307	Finance 2	BSB119	International and Electronic Business	
EEB411	Classical Control and Power Systems	EFB102	Economics 2	
ENB244	Microprocessors and Digital Systems	ENB103	Electrical Engineering	
Year 4, Se	mester 1	MAB132	Engineering Mathematics 2A	
EEB584	Introduction to Design		OR	
	Electrical and Computer Engineering elective unit	MAB182	Engineering Mathematics 2B	
EFB201	Financial Markets		Year 2, Semester 1	
	Business Double Major / Extended Major /	EFB202	Business Cycles and Economic Growth	
	Specialisation Unit	ENB240	Introduction To Electronics	
Year 4, Se	mester 2	ENB246	Engineering Problem Solving	
EEB684	Advanced Design	MAB233	Engineering Mathematics 3	
	Electrical and Computer Engineering elective	Year 2, Se	emester 2	
EED040	unit	ENB243	Linear Circuits and Systems	
EFB312	International Finance	BSB110	Accounting	
	Business Double Major / Extended Major / Specialisation Unit	EFB101	Data Analysis for Business	
V 5.0		PCB136	Engineering Physics 1C	
Year 5, Se		Year 3, Se	emester 1	
EEB889-1	-	BSB126	Marketing	
	Electrical and Computer Engineering elective unit	EFB211	Firms, Markets and Resources	
	Business Double Major / Extended Major /	EEB311	Electrical Measurement and Machines	
	Specialisation Unit	ENB240	Introduction To Electronics	
	Business Double Major / Extended Major / Specialisation Unit			
		Year 3, Se		
Year 5, Se	mester 2	BSB114	Government, Business and Society	
EEB889-2	•	EFB314	International Trade and Economic Competitiveness	
	Electrical and Computer Engineering elective unit	EEB411	Classical Control and Power Systems	
	Business Double Major / Extended Major / Specialisation Unit	ENB244	Microprocessors and Digital Systems	
	Business Double Major / Extended Major /	Year 4, Se	emester 1	
	Specialisation Unit	EEB584	Introduction to Design	
Business U			Electrical and Computer Engineering elective unit	
	Students should refer to the BS56 Course Notes entry for information on double	BSB111	Business Law and Ethics	
major/extended major/specialisation units			Business Double Major / Extended Major /	
Course str	ucture - Economics		Specialisation Unit	
		Year 4, Se	emester 2	
Year 1, Se		EEB684	Advanced Design	
BEB100	Introducing Professional Learning		Electrical and Computer Engineering elective unit	
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EFB329

BSB113

BSB115

MAB180

**Economics** 

Management, People and Organisations

**Engineering Mathematics 1B** 

unit

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

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		Business Double Major / Extended Major /
BSB119	International and Electronic Business		Specialisation Unit
MAB180	Engineering Mathematics 1B OR		Business Double Major / Extended Major / Specialisation Unit
MAB131	Engineering Mathematics 1A	Year 5, Se	master 1
	MAB180 Engineering Mathematics 1 is to be	EEB889-1	
	taken by those students not obtaining a SA or better in Queensland Mathematics C	LLB000 T	Electrical and Computer Engineering elective unit
Year 1, Se	mester 2	MGB314	Organisational Consulting and Change
BSB126	Marketing		Business Double Major / Extended Major /
MGB220	Management Research Methods		Specialisation Unit
ENB103	Electrical Engineering	Year 5, Se	mester 2
MAB132	Engineering Mathematics 2A	EEB889-2	
	OR		Electrical and Computer Engineering elective
MAB182	Engineering Mathematics 2B		unit
Year 2, Se	mester 1	MGB309	Strategic Management
ENB240	Introduction To Electronics		Business Double Major / Extended Major / Specialisation Unit
ENB246	Engineering Problem Solving		Opedanisation of the
MAB233	Engineering Mathematics 3	Business U	Jnits
PCB136	Engineering Physics 1C		Students should refer to the BS56 Course Notes entry for information on double
Year 2, Se			major/extended major/specialisation units
ENB243	Linear Circuits and Systems		The units AMB201 Market and Audience
BSB110	Accounting		Research and MGB220 Management
MGB207	Human Resource Issues and Strategy		Research methods are incompatible units. Students undertaking Marketing or Public
MGB211	Organisational Behaviour		Relations as a double major should contact the school for enrolment advice. From semester 2,
V2 C-			2003 students who complete both MGB220 &
Year 3, Se BSB113			AMB201 will be required to undertake an approved substitute unit to satisfy course
BSB114	Economics  Covernment Rusiness and Society		requirements.
EEB311	Government, Business and Society  Electrical Measurement and Machines	Course str	ructure - International Business
ENB240	Introduction To Electronics		
LIND240	Introduction to Electronics	Year 1, Se	
Year 3, Se	mester 2	BEB100	Introducing Professional Learning
BSB111	Business Law and Ethics	BSB113	Economics
MGB222	Managing Organisations	BSB119	International and Electronic Business
EEB411	Classical Control and Power Systems	MAB180	Engineering Mathematics 1B
ENB244	Microprocessors and Digital Systems		OR
Year 4, Se	mester 1	MAB131	Engineering Mathematics 1A
EEB584	Introduction to Design		MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or
LLDOOT	Electrical and Computer Engineering elective		better in Queensland Mathematics C
	unit	Year 1, Se	mester 2
	Business Double Major / Extended Major / Specialisation Unit	BSB115	Management, People and Organisations
	Business Double Major / Extended Major /	BSB126	Marketing
	Specialisation Unit	ENB103	Electrical Engineering
Vear 4 Sa	master 2	MAB132	Engineering Mathematics 2A
Year 4, Semester 2			OR
EEB684	Advanced Design		

MAB182	Engineering Mathematics 2B		Electrical and Computer Engineering elective unit
Year 2, Semester 1		IBB300	International Business Strategy
ENB240	Introduction To Electronics		Business Double Major / Extended Major /
ENB246	Engineering Problem Solving		Specialisation Unit
MAB233	Engineering Mathematics 3	Internation	nal Business Area Stduy Units:
PCB136	Engineering Physics 1C		Students Must Complete one of the following pairs of area study units:
Year 2, Se	mester 2	IBB208	European Business Development
ENB243	Linear Circuits and Systems	IBB308	Contemporary Business in Europe
BSB114	Government, Business and Society		OR
IBB202	Fundamentals of International Finance	IBB217	Asian Business Development
IBB213	International Marketing	IBB317	Contemporary Business in Asia
Year 3, Se	mester 1	Business	
BSB110	Accounting	Dusiness	Students should refer to the BS56 Course
IBB210	Export Management		Notes entry for information on double
EEB311	Electrical Measurement and Machines		major/extended major/specialisation units
ENB240	Introduction To Electronics	Course st	ructure - Management
Year 3, Se	mester 2	Year 1, Se	emester 1
BSB111	Business Law and Ethics	BEB100	Introducing Professional Learning
	Business Double Major / Extended Major /	BSB115	Management, People and Organisations
EED444	Specialisation Unit	BSB119	International and Electronic Business
EEB411	Classical Control and Power Systems	MAB180	Engineering Mathematics 1B
ENB244	Microprocessors and Digital Systems		OR
Year 4, Se	mester 1	MAB131	Engineering Mathematics 1A
EEB584	Introduction to Design		MAB180 Engineering Mathematics 1 is to be
	Electrical and Computer Engineering elective unit		taken by those students not obtaining a SA or better in Queensland Mathematics C
	International Business Area Study 1	Year 1, Se	emester 2
	Business Double Major / Extended Major /	BSB126	Marketing
	Specialisation Unit	MGB220	Management Research Methods
Year 4, Se	mester 2	ENB103	Electrical Engineering
EEB684	Advanced Design	MAB132	Engineering Mathematics 2A
	Electrical and Computer Engineering elective unit		OR
	International Business Area Study 2	MAB182	Engineering Mathematics 2B
	Business Double Major / Extended Major /	Year 2, Se	emester 1
	Specialisation Unit	ENB240	Introduction To Electronics
Year 5, Se	master 1	ENB246	Engineering Problem Solving
EEB889-1		MAB233	Engineering Mathematics 3
LLD000-1	Electrical and Computer Engineering elective	PCB136	Engineering Physics 1C
	unit Business Double Major / Extended Major /	Year 2, Se	emester 2
	Specialisation Unit	ENB243	Linear Circuits and Systems
	Business Double Major / Extended Major /	BSB110	Accounting
	Specialisation Unit	MGB211	Organisational Behaviour
Year 5, Se	mester 2	MGB222	Managing Organisations
EEB889-2	Project	Year 3, Se	emester 1
		1 541 5, 56	

BSB113	Economics	<del></del>	approved substitute unit to satisfy course
BSB114	Government, Business and Society		requirements.
EEB311	,		ructure - Marketing
ENB240	Introduction To Electronics		<u> </u>
		Year 1, Se	emester 1
Year 3, Se	mester 2	BEB100	Introducing Professional Learning
BSB111	Business Law and Ethics	BSB119	International and Electronic Business
	Business Double Major / Extended Major / Specialisation Unit	BSB126	Marketing
EEB411	Classical Control and Power Systems	MAB180	Engineering Mathematics 1B
ENB244	Microprocessors and Digital Systems		OR
LIND244	Microprocessors and Digital Systems	MAB131	Engineering Mathematics 1A
Year 4, Se	mester 1		MAB180 Engineering Mathematics 1 is to be taken by those students not obtaining a SA or
EEB584	Introduction to Design		better in Queensland Mathematics C
	Electrical and Computer Engineering elective unit	Year 1, Se	emester 2
MGB210	Production and Service Management	AMB200	Consumer Behaviour
	Business Double Major / Extended Major /	AMB240	Marketing Planning and Management
	Specialisation Unit	ENB103	Electrical Engineering
Year 4, Se	mester 2	MAB132	Engineering Mathematics 2A
EEB684	Advanced Design		OR
	Electrical and Computer Engineering elective unit	MAB182	Engineering Mathematics 2B
MGB334	Managing in a Changing Environment	Year 2, Se	emester 1
	Business Double Major / Extended Major /	ENB240	Introduction To Electronics
	Specialisation Unit	ENB246	Engineering Problem Solving
Year 5, Se	mester 1	MAB233	Engineering Mathematics 3
EEB889-1	Project	PCB136	Engineering Physics 1C
	Electrical and Computer Engineering elective unit	Year 2, Se	emester 2
	Business Double Major / Extended Major /	ENB243	Linear Circuits and Systems
	Specialisation Unit	AMB201	Marketing and Audience Research
	Business Double Major / Extended Major / Specialisation Unit	AMB241	E-Marketing Strategies
\( \		BSB115	Management, People and Organisations
Year 5, Se		Year 3, Se	emester 1
EEB889-2	-	BSB113	Economics
	Electrical and Computer Engineering elective unit		Business Double Major / Extended Major / Specialisation Unit
MGB309	Strategic Management	EEB311	Electrical Measurement and Machines
	Business Double Major / Extended Major / Specialisation Unit	ENB240	Introduction To Electronics
Business U	Jnits	Year 3, Se	
	Students should refer to the BS56 Course	BSB114	Government, Business and Society
	Notes entry for information on double major/extended major/specialisation units		Business Double Major / Extended Major / Specialisation Unit
	The unite AMP201 Market and Audience	EEB411	Classical Control and Power Systems
The units AMB201 Market and Audience Research and MGB220 Management Research methods are incompatible units.		ENB244	Microprocessors and Digital Systems
	Students undertaking Marketing or Public	Year 4, Se	emester 1
	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	AMB340	Services Marketing
			Business Double Major / Extended Major / Specialisation Unit

**BUSINESS EEB584** Introduction to Design **AMB260** Public Relations Theory and Practice Electrical and Computer Engineering elective **BSB115** Management, People and Organisations **ENB103 Electrical Engineering MAB132 Engineering Mathematics 2A** Year 4, Semester 2 OR AMB341 Strategic Marketing **MAB182 Engineering Mathematics 2B** Business Double Major / Extended Major / Specialisation Unit Year 2, Semester 1 **EEB684** Advanced Design **ENB240** Introduction To Electronics Electrical and Computer Engineering elective **ENB246 Engineering Problem Solving Engineering Mathematics 3 MAB233** Year 5, Semester 1 **PCB136 Engineering Physics 1C BSB111** Business Law and Ethics Business Double Major / Extended Major / Year 2, Semester 2 Specialisation Unit **ENB243** Linear Circuits and Systems EEB889-1 Project **AMB261** Media Relations and Publicity Electrical and Computer Engineering elective **AMB262 Public Relations Writing** unit **BSB113 Economics** Year 5, Semester 2 Year 3, Semester 1 BSB110 Accounting AMB201 Marketing and Audience Research Business Double Major / Extended Major / Specialisation Unit Business Double Major / Extended Major / Specialisation Unit EEB889-2 Project **EEB311 Electrical Measurement and Machines** Electrical and Computer Engineering elective unit Introduction To Electronics **ENB240 Business Units** Year 3, Semester 2 Students should refer to the BS56 Course **BSB114** Government, Business and Society Notes entry for information on double major/extended major/specialisation units Business Double Major / Extended Major / Specialisation Unit **EEB411** Classical Control and Power Systems The units AMB201 Market and Audience Research and MGB220 Management **ENB244** Microprocessors and Digital Systems Research methods are incompatible units. Students undertaking HRM or Management as Year 4, Semester 1 a double major should contact the school for enrolment advice. From semester 2, 2003 **AMB360** Corporate Communication Management students who complete both MGB220 & Business Double Major / Extended Major / AMB201 will be required to undertake an Specialisation Unit approved substitute unit to satisfy course requirements. **EEB584** Introduction to Design

#### Course structure - Public Relations

Year 1, Semester 2

Year 1, Semester 1			
Introducing Professional Learning			
International and Electronic Business			
Marketing			
Engineering Mathematics 1B			
OR			
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 2

unit

AMB361 Public Relations Campaigns
Business Double Major / Extended Major /
Specialisation Unit

EEB684 Advanced Design

Electrical and Computer Engineering elective

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

Specialisation Uni

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

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.

#### **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.

null

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- Accountancy (For students not seeking professional recognition)

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

EFB101 Data Analysis for Business

Double Major / Specialisation Unit

Year 3, Semester 2

AYB221 Computerised Accounting Systems

Double Major / Specialisation Unit

Year 4, Semester 1

AYB220 Company Accounting

Double Major / Specialisation 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

Students should refer to the BS56 Course Notes entry for information on double

major/specialisation units

Course structure- Accountancy (For students seeking professional recognition)

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

AYB321 Strategic Management Accounting

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

#### AMB240 Marketing Planning and Management Studies **HHB111** Issues In International And Global Studies Year 2, Semester 1 SOCIETY AND CHANGE AMB201 Marketing and Audience Research HHB105 **Exploring Change BSB119** International and Electronic Business **HHB104** Understanding Society: Intro To Sociology ETHICS AND HUMAN RIGHTS Year 2, Semester 2 **HHB114** Introduction To Human Rights And Ethics AMB241 E-Marketing Strategies **HHB115 Human Identity And Change** Double Major / Extended Major / Specialisation **COMMUNITY STUDIES** Year 3, Semester 2 HHB102 The Human Condition **BSB110** Accounting **HHB103** Contemporary Social And Community Issues Double Major / Extended Major / Specialisation **AUSTRALIAN STUDIES HHB106** Australian Society And Culture Year 3, Semester 1 HHB112 **Australian Politics** BSB113 **Economics** First Year Core: Skills Units 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 subsitute 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

#### HHB312 Geographical Research Design

**Potential Careers:** 

Second Year Core: Research Methods

Survey Methods

Interpreting The Past

HHB116

HHB117

HHB224

HHB232

**HHB121** 

Account Executive, Accountant, Actuary, Administrator, Banker, Banking and Finance Professional, Certified Practicing 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.

Applied Skills And Scholarship

Qualitative Research Methods

Introduction To Social Research Methods

# 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.

#### **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.

#### **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

Year 5, Semester 1

**BSB110** Accounting

**BSB111 Business Law and Ethics** 

**BSB113 Fconomics** 

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** 

**Business Double Major Unit** 

**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

Managing Organisations MGB222

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 subsitute 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

**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 subsitute 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 /

Specialistion 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 subsitute 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

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

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

Year 1 Semester 2 Year 4 Semester 1 **BSB110** Accounting **EFB200** Applied Regression Analysis Portfolio and Security Analysis **BSB115** Management, People and Organisations **EFB318** Year 2 Semester 1 Year 4 Semester 2 BSB114 Government, Business and Society Any finance unit **AMB200** Consumer Behaviour Any finance unit **Economics** Year 2 Semester 2 BSB122 Quantitative Analysis and Finance Year 1 Semester 1 BSB113 **Economics BSB113 Economics** Year 3 Semester 1 **BSB115** Management, People and Organisations AMB220 Advertising Theory and Practice Year 1 Semester 2 AMB230 Internet Promotion **BSB114** Government, Business and Society Year 3 Semester 2 **BSB126** Marketing AMB221 Advertising Copywriting Year 2 Semester 1 AMB222 Media Planning **BSB110** Accounting Year 4 Semester 1 EFB102 **Economics 2** AMB320 Advertising Management Year 2 Semester 2 **AMB330** Advertising Strategy and Planning **BSB119** International and Electronic Business Year 4 Semester 2 EFB210 Finance 1 AMB321 Advertising Campaigns Year 3 Semester 1 **AMB202 Integrated Marketing Communication EFB211** Firms, Markets and Resources **Banking & Finance EFB202** Business Cycles and Economic Growth Year 1 Semester 1 Year 3 Semester 2 **BSB113 Economics** Any economics unit **BSB115** Management, People and Organisations **EFB328** Public Economics and Finance Year 4 Semester 1 Year 1 Semester 2 BSB114 Government, Business and Society **BSB122** Quantitative Analysis and Finance **BSB126** Marketing **EFB200** Applied Regression Analysis Year 2 Semester 1 Year 4 Semester 2 **BSB110 EFB329** Contemporary Applications of Economics Accounting Theory BSB122 Quantitative Analysis and Finance **EFB314** International Trade and Economic Competitiveness Year 2 Semester 2 EFB102 **Economics 2 Accountancy BSB119** International and Electronic Business Year 1 Semester 1 Year 3 Semester 1 **BSB110** Accounting Finance 1 **EFB210 BSB115** Management, People and Organisations EFB201 **Financial Markets** Year 1 Semester 2 Year 3 Semester 2 **BSB122** Quantitative Analysis and Finance **EFB307** Finance 2 **BSB114** Government, Business and Society **EFB312** International Finance Year 2 Semester 1

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

	BUS	INESS	
MGB224	Australian Industrial Relations	V10-	-40
MGB304	Human Resource Information Management	Year 1 Se	
MGB305	Human Resource Management Strategy and Policy	BSB114 BSB126	Government, Business and Society Marketing
MGB314	Organisational Consulting and Change	Year 2 Semester 1	
MGB315	Personal and Professional Development	BSB110	Accounting
MGB325	Advanced Practice in Training and Development	BSB122	Quantitative Analysis and Finance
	HRM students must choose three from the above list (one must be a Level 3 unit).	Year 2 Se	mester 2
	above list (one must be a Level 3 drift).	MGB220	Management Research Methods
Internation	nal Business	BSB119	International and Electronic Business
Year 1 Se	mester 1	Year 3 Se	mester 1
BSB119	International and Electronic Business	MGB210	Production and Service Management
BSB126	Marketing	MGB211	Organisational Behaviour
Year 1 Se	mester 2	Year 3 Se	mester 2
BSB110	Accounting	MGB222	Managing Organisations
BSB115	Management, People and Organisations		Management Option Unit
Year 2 Se	mester 1	Year 4 Se	mester 1
BSB114	Government, Business and Society	MGB334	Managing in a Changing Environment
IBB202	Fundamentals of International Finance		Management Option Unit
Year 2 Se	mester 2	Year 4 Se	mester 2
BSB122	Quantitative Analysis and Finance	MGB309	Strategic Management
BSB113	Economics		Management Option Unit
Year 3 Se	mester 1	Managem	ent Option Unit List
IBB205 IBB217	Cross-Cultural Communication and Negotiation Asian Business Development	MGB216	Managing Technological Innovation in Global Business
	or	MGB218	Venture Skills
IBB208	European Business Development	MGB223	Creating New Enterprises
\\ \ 0.0		MGB312	Negotiation Skills
Year 3 Se		MGB315	Personal and Professional Development
IBB210	Export Management	MGB335	Project Management
IBB317	Contemporary Business in Asia or		Management students must choose three from the above list (one must be a Level 3 unit).
IBB308	Contemporary Business in Europe	Marketing	
Year 4 Se	mester 1	Year 1 Se	mester 1
IBB300	International Business Strategy	BSB119	International and Electronic Business
IBB304	Global Industry Analysis	BSB126	Marketing
Year 4 Se	mester 2	Year 1 Se	mester 2
IBB213	International Marketing	BSB110	Accounting
IBB303	International Logistics	BSB115	Management, People and Organisations
Managem	ent	Year 2 Se	mester 1
Year 1 Se	mester 1	BSB114	Government, Business and Society
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BSB113

BSB115

Economics

Management, People and Organisations

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 fultime 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 Practicing 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. Diee 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

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 Australiai (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

#### **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

#### **Discipline Coordinators**

Accountancy

Dr John Sweeting

Phone: + 61 7 3138 2534 Email: j.sweeting@qut.edu.au

Banking and Finance

Dr Adam Clements

Phone: + 61 7 3138 2525 Email: a.clements@qut.edu.au

**Economics** 

Dr Radhika Lahiri

Phone: +61 7 3138 2753 Email: 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

	BU	2INE22		
MAB100	Mathematical Sciences 1A		Specialisation Unit	
MAB101	Statistical Data Analysis 1	NOTE	Chudonto must calcat DODA40 latamatical	
Year 1, Semester 2		NOTE:	Students must select BSB119 International Electronic Business to replace one of the Mathematics Electives.	
AYB121	Financial Accounting		Students should refer to the BS56 Course	
BSB122	Quantitative Analysis and Finance		Notes entry for information on double major/extended major/specialisation units	
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, Se	emester 1	Year 1, Se	emester 1	
AYB220	Company Accounting	BSB110	Accounting	
BSB111	Business Law and Ethics	BSB113	Economics	
MAB311	Advanced Calculus	MAB101	Statistical Data Analysis 1	
MAB313	Mathematics of Finance	MAB111	Mathematical Sciences 1B	
Year 2, Se	emester 2	Year 1, Se	emester 2	
AYB221	Computerised Accounting Systems	BSB119	International and Electronic Business	
BSB126	Marketing	BSB122	Quantitative Analysis and Finance	
MAB220	Computational Mathematics 1	EFB102	Economics 2	
	Mathematics Elective (Level 2 or 3)	MAB112	Mathematical Sciences 1C	
	Business Double Major / Extended Major / Specialisation Unit	MAB210	Statistical Modelling 1	
	·	Year 2, Se	emester 1	
Year 3, Se		BSB126	Marketing	
AYB225	Management Accounting	EFB210	Finance 1	
BSB115	Management, People and Organisations	MAB311	Advanced Calculus	
MAB312	Linear Algebra	MAB313	Mathematics of Finance	
	Mathematics Elective (Level 2 or 3)	Year 2, Se	omeeter 2	
	Business Double Major / Extended Major / Specialisation Unit	BSB111	Business Law and Ethics	
		BSB114	Government, Business and Society	
Year 3, Se		EFB307	Finance 2	
BSB114	Government, Business and Society	MAB220	Computational Mathematics 1	
	Mathematics Elective (Level 2 or 3)	WIXEZZO	Mathematics Elective (Level 2 or 3)	
	Mathematics Elective (Level 2 or 3)		, , , , , , , , , , , , , , , , , , ,	
	Business Double Major / Extended Major / Specialisation Unit	Year 3, Se		
	·	BSB115	Management, People and Organisations	
Year 4, Se		EFB201	Financial Markets	
AYB301	Auditing	MAB312	Linear Algebra	
	Mathematics Elective (Level 2 or 3)		Mathematics Elective (Level 2 or 3)	
	Mathematics Elective (Level 2 or 3)		Business Double Major/Extended Major/Specialisation	
	Mathematics Elective (Level 2 or 3)		major/opodianounori	
	Business Double Major / Extended Major / Specialisation Unit	Year 3, Se	emester 2	
		EFB312	International Finance	
Year 4, Se	emester 2		Mathematics Elective (Level 2 or 3)	
	Mathematics Elective (Level 2 or 3)		Business Double Major/Extended Major/Specialisation	
	Mathematics Elective (Level 2 or 3)  Business Double Major / Extended Major / Specialisation Unit		Business Double Major/Extended Major/Specialisation	
	oposition onit			

Business Double Major / Extended Major /

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

	BUS	INE 35	
EFB211	Firms, Markets and Resources	BSB113	Economics
MAB311	Advanced Calculus	MAB100	Mathematical Sciences 1A
MAB313	Mathematics of Finance	MAB101	Statistical Data Analysis 1
Year 2, Se	emester 2	Year 1, Se	emester 2
BSB114	Government, Business and Society	BSB122	Quantitative Analysis and Finance
BSB126	Marketing	EFB102	Economics 2
	Business Double Major/Extended	MAB111	Mathematical Sciences 1B
	Major/Specialisation	MAB112	Mathematical Sciences 1C
MAB220	Computational Mathematics 1 Mathematics Elective (Level 2 or 3)	MAB210	Statistical Modelling 1
Voor 2 Co	omester 1	Year 2, Se	emester 1
Year 3, Se BSB115		EFB202	Business Cycles and Economic Growth
MAB312	Management, People and Organisations	EFB211	Firms, Markets and Resources
IVIADO12	Linear Algebra  Methometics Florting (Loyal 2 or 2)	MAB311	Advanced Calculus
	Mathematics Elective (Level 2 or 3)	MAB313	Mathematics of Finance
	Business Double Major/Extended Major/Specialisation	Year 2, Se	emester 2
	Business Double Major/Extended	BSB114	Government, Business and Society
	Major/Specialisation	BSB126	Marketing
Year 3, Se	emester 2 International Trade and Economic	EFB329	Contemporary Applications of Economics Theory
LIBOIT	Competitiveness	MAB220	Computational Mathematics 1
	Mathematics Elective (Level 2 or 3)		Mathematics Elective (Level 2 or 3)
EFB329	Contemporary Applications of Economics Theory	Year 3, Se	emester 1
	Business Double Major/Extended	BSB115	Management, People and Organisations
	Major/Specialisation	MAB312	Linear Algebra
Year 4, Se	emester 1		Mathematics Elective (Level 2 or 3)
BSB111	Business Law and Ethics		Business Double Major/Extended
	Mathematics Elective (Level 2 or 3)		Major/Specialisation
	Mathematics Elective (Level 2 or 3)		Business Double Major/Extended Major/Specialisation
	Mathematics Elective (Level 2 or 3)		· ·
	Business Double Major/Extended	Year 3, Semester 2	
.,	Major/Specialisation	EFB314	International Trade and Economic Competitiveness
Year 4, Se			Mathematics Elective (Level 2 or 3)
	Mathematics Elective (Level 2 or 3)		Business Double Major/Extended Major/Specialisation
	Mathematics Elective (Level 2 or 3)		Business Double Major/Extended
	Mathematics Elective (Level 2 or 3)		Major/Specialisation
	Business Double Major/Extended Major/Specialisation	Year 4, Se	emester 1
Business	Units	BSB111	Business Law and Ethics
Dusiness	Students should refer to the BS56 Course		Mathematics Elective (Level 2 or 3)
	Notes entry for information on double		Mathematics Elective (Level 2 or 3)
	major/extended major/specialisation units		Mathematics Elective (Level 2 or 3)
	ructure - Economics Major (for students with ior Maths B only)		Business Double Major/Extended Major/Specialisation
Year 1, Se	emester 1	Year 4, Se	emester 2
BSB110	Accounting		Mathematics Elective (Level 2 or 3)
	······ · <del>J</del>		,

	Mathematics Elective (Level 2 or 3)	EFB201	Financial Markets	
	Mathematics Elective (Level 2 or 3)	EFB326	Applied Portfolio Management	
	Business Double Major/Extended	EFB327	Econometrics of Financial Markets	
	Major/Specialisation 2	EFB328	Public Economics and Finance	
Business l	Jnits	Extended	Major in Funds Management	
NOTE:	Students must select BSB119 International &	Extended major in runds management		
	Electronic Business to replace one of the Mathematics Electives.	AYB225	Management Accounting	
	Students should refer to the BS56 Course	EFB308	Finance 3	
	Notes entry for information on double	EFB309	Financial Derivatives	
	major/extended major/specialisation units	EFB318	Portfolio and Security Analysis	
Extended	Major in Banking		Plus two units from the Funds Management Extended Major Options list below:	
AYB225	Management Accounting			
AYB312	Financial Institutions Law	AYB312	Financial Institutions Law	
EFB310	Financial Institutions - Control	EFB200	Applied Regression Analysis	
EFB311	Financial Institutions - Lending	EFB310	Financial Institutions - Control	
	Plus two units from the Banking Extended	EFB311	Financial Institutions - Lending	
	Major Options listed below:	EFB326	Applied Portfolio Management	
EFB200	Applied Regression Analysis	Extended	Major in Professional Accounting	
EFB308	Finance 3			
EFB309	Financial Derivatives	AYB223	Law of Business Associations	
EFB318	Portfolio and Security Analysis	AYB325	Taxation Law	
EFB326	Applied Portfolio Management	EFB102 EFB210	Economics 2	
			Finance 1	
	Major in Financial Economics (for Ponking 9			
	Major in Financial Economics (for Banking & aior)	AYB311	Financial Accounting Issues	
Extended Finance M		AYB311 AYB321	Financial Accounting Issues Strategic Management Accounting	
		AYB321	· ·	
Finance M	ajor)	AYB321 Course st	Strategic Management Accounting ructure - Mathematics Units	
Finance M EFB200	Applied Regression Analysis	AYB321  Course st	Strategic Management Accounting ructure - Mathematics Units	
EFB200 EFB202	Applied Regression Analysis Business Cycles and Economic Growth	AYB321  Course str  Level 2 un  MAB311	Strategic Management Accounting ructure - Mathematics Units  iits  Advanced Calculus	
EFB200 EFB202 EFB211	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics	Course str Level 2 un MAB311 MAB312	Strategic Management Accounting ructure - Mathematics Units  its  Advanced Calculus Linear Algebra	
EFB200 EFB202 EFB211	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics	Course str Level 2 un MAB311 MAB312 MAB313	Strategic Management Accounting ructure - Mathematics Units  iits  Advanced Calculus Linear Algebra Mathematics of Finance	
EFB200 EFB202 EFB211	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics	Course str Level 2 un MAB311 MAB312 MAB313 MAB314	Strategic Management Accounting ructure - Mathematics Units  its  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2	
EFB200 EFB202 EFB211 EFB325	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below	Course str Level 2 un MAB311 MAB312 MAB313 MAB314 MAB315	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2	
EFB200 EFB202 EFB211 EFB325	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below Finance 3 Financial Derivatives	Course str Level 2 un MAB311 MAB312 MAB313 MAB314 MAB315 MAB413	Strategic Management Accounting ructure - Mathematics Units  iits  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations	
EFB200 EFB202 EFB211 EFB325 EFB308 EFB309	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below Finance 3	Course str Level 2 un MAB311 MAB312 MAB313 MAB314 MAB315 MAB413 MAB414	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2	
EFB200 EFB202 EFB211 EFB325 EFB308 EFB309 EFB318	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis	Course str Level 2 un MAB311 MAB312 MAB313 MAB314 MAB315 MAB413 MAB414 MAB420	Strategic Management Accounting ructure - Mathematics Units  iits  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2	
EFB200 EFB202 EFB211 EFB325 EFB308 EFB309 EFB318 EFB324 EFB326	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets Applied Portfolio Management	Course str Level 2 un MAB311 MAB312 MAB313 MAB314 MAB315 MAB413 MAB414 MAB420 MAB420	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling	
EFB200 EFB202 EFB211 EFB325 EFB308 EFB309 EFB318 EFB324 EFB326 Extended	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets	AYB321  Course str  Level 2 un  MAB311  MAB312  MAB313  MAB314  MAB315  MAB413  MAB414  MAB420  MAB422  MAB480	Strategic Management Accounting ructure - Mathematics Units  iits  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling Introduction to Scientific Computation	
EFB200 EFB202 EFB211 EFB325 EFB308 EFB309 EFB318 EFB324 EFB326	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets Applied Portfolio Management	AYB321  Course str  Level 2 un  MAB311  MAB312  MAB313  MAB314  MAB315  MAB413  MAB414  MAB420  MAB420  MAB480  MAB481	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling Introduction to Scientific Computation Visualisation and Data Analysis	
EFB200 EFB202 EFB211 EFB325 EFB308 EFB309 EFB318 EFB324 EFB326 Extended	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets Applied Portfolio Management	Course str Level 2 un MAB311 MAB312 MAB313 MAB314 MAB315 MAB413 MAB414 MAB420 MAB422 MAB480 MAB481 Level 3 un	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling Introduction to Scientific Computation Visualisation and Data Analysis	
EFB200 EFB202 EFB211 EFB325 EFB308 EFB309 EFB318 EFB324 EFB326 Extended Major)	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets Applied Portfolio Management  Major in Financial Economics (for Economics	AYB321  Course structure Level 2 un MAB311  MAB312  MAB313  MAB314  MAB315  MAB413  MAB414  MAB420  MAB422  MAB480  MAB481  Level 3 un MAB521	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling Introduction to Scientific Computation Visualisation and Data Analysis  iits Applied Mathematics 3	
EFB200 EFB202 EFB211 EFB325  EFB308 EFB309 EFB318 EFB324 EFB326 Extended Major)  EFB200	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets Applied Portfolio Management  Major in Financial Economics (for Economics  Applied Regression Analysis	AYB321  Course str  Level 2 un  MAB311  MAB312  MAB313  MAB314  MAB315  MAB413  MAB414  MAB420  MAB422  MAB480  MAB481  Level 3 un  MAB521  MAB522	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling Introduction to Scientific Computation Visualisation and Data Analysis  iits  Applied Mathematics 3 Computational Mathematics 3	
EFB200 EFB202 EFB211 EFB325  EFB308 EFB309 EFB318 EFB324 EFB326 Extended Major)  EFB200 EFB210	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets Applied Portfolio Management  Major in Financial Economics (for Economics  Applied Regression Analysis Finance 1	AYB321  Course structure Level 2 un MAB311  MAB312  MAB313  MAB314  MAB315  MAB413  MAB414  MAB420  MAB422  MAB480  MAB481  Level 3 un MAB521  MAB522  MAB523	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling Introduction to Scientific Computation Visualisation and Data Analysis  iits Applied Mathematics 3 Computational Mathematics 3 Introduction to Quality Management	
EFB200 EFB202 EFB211 EFB325  EFB308 EFB309 EFB318 EFB324 EFB326 Extended Major)  EFB200 EFB210 EFB210 EFB324	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets Applied Portfolio Management  Major in Financial Economics (for Economics  Applied Regression Analysis Finance 1 Macroeconomics and Global Financial Markets Financial Microeconomics Plus two units from the Financial Economics	Course str Level 2 un MAB311 MAB312 MAB313 MAB314 MAB315 MAB414 MAB420 MAB422 MAB422 MAB480 MAB481 Level 3 un MAB521 MAB522 MAB523 MAB523	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling Introduction to Scientific Computation Visualisation and Data Analysis  iits  Applied Mathematics 3 Computational Mathematics 3 Introduction to Quality Management Statistical Inference	
EFB200 EFB202 EFB211 EFB325  EFB308 EFB309 EFB318 EFB324 EFB326 Extended Major)  EFB200 EFB210 EFB210 EFB324	Applied Regression Analysis Business Cycles and Economic Growth Firms, Markets and Resources Financial Microeconomics Plus two units from the Financial Economics Extended Major Options list below  Finance 3 Financial Derivatives Portfolio and Security Analysis Macroeconomics and Global Financial Markets Applied Portfolio Management  Major in Financial Economics (for Economics  Applied Regression Analysis Finance 1 Macroeconomics and Global Financial Markets Financial Microeconomics	AYB321  Course structure Level 2 un MAB311  MAB312  MAB313  MAB314  MAB315  MAB413  MAB414  MAB420  MAB422  MAB480  MAB481  Level 3 un MAB521  MAB522  MAB523	Strategic Management Accounting ructure - Mathematics Units  Advanced Calculus Linear Algebra Mathematics of Finance Statistical Modelling 2 Operations Research 2 Differential Equations Applied Statistics 2 Computational Mathematics 2 Mathematical Modelling Introduction to Scientific Computation Visualisation and Data Analysis  iits Applied Mathematics 3 Computational Mathematics 3 Introduction to Quality Management	

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 Practicing 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. Diee 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

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, Semester1

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

Year 2, Semester 2

AMB222 Media Planning

BSB115 Management, People and Organisations
BSB119 International and Electronic Business

AMB221 Advertising Copywriting

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

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

International and Electronic Business **BSB119** 

**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

**Economics 2 EFB102** 

Year 2, Semester 2

Government, Business and Society **BSB114** 

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

International Trade and Economic **EFB314** 

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

### 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

Management, People and Organisations BSB115

**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

**Business Double Major Unit Business Double Major Unit** 

Students should refer to the BS56 Course Notes entry for information on double major

units

### **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

Business Double Major / Extended Major / Specialisation

### Year 4, Semester 2

AMB361 **Public Relations Campaigns** 

> 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 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.

### **Science Component**

### **Faculty Core Units**

6 faculty core units, including three Foundation units

### **Foundation Units**

LSB118 Life Science **MAB101** Statistical Data Analysis 1 **Environmental Science NRB100** 

PCB101 **Physical Science** 

### Other Science Units

LSB238

LSB258 Principles of Human Physiology **MAB100** Mathematical Sciences 1A **MAB111** Mathematical Sciences 1B Mathematical Sciences 1C **MAB112 NRB230** Planet Earth

**NRB240** History of Life on Earth

NRB270 Animal and Plant Structure and Function

Cell and Molecular Biology 1

**PCB140** Introductory Chemistry

PCB142 Chemistry 1 PCB242 Chemistry 2 PCB250 Physics 1 PCB260 Physics 1A

### 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

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

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 - Biotechnology

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

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

Synthesis and Reactivity in Organic Chemistry

**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 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

Year 4, Semester 2

Year 3, Semester 2

Year 4, Semester 1

**PCB405** 

PCB444

PCB505

PCB554

Chemistry

Spectroscopy

Principles of Physical Chemistry

Advanced Physical Chemistry

**BUSINESS** NRB240 History of Life on Earth **NRB270** Animal and Plant Structure and Function Year 2, Semester 1 Year 3, Semester 1 MAB101 Statistical Data Analysis 1 LSB468 Molecular Biology Either **SCB384** Forensic Science NRB230 Planet Earth Year 3, Semester 2 JSB979 Forensic Scientific Evidence PCB140 Introductory Chemistry **PCB414** Industrial and Environmental Analytical Chemistry PCB142 Chemistry 1 Year 4, Semester 1 Year 2, Semester 2 **PCB514** Instrumental Analysis NRB270 Animal and Plant Structure and Function **PCB584** Forensic Examination of Physical Evidence PCB414 Industrial and Environmental Analytical Year 4, Semester 2 Chemistry LSB684 Forensic DNA Profiling Year 3, Semester 1 PCB684 Forensic Analysis and Toxicology Earth Surface Systems **NRB301** Course structure - Geoscience **NRB311** Population Ecology Year 3, Semester 2 NOTE: These Science units are studied in conjunction with Business units each semester **NRB440 Environmental Chemistry NRB412 Experimental Design** Year 1, Semester 1 Mathematical Sciences 1A MAB100 Year 4, Semester 1 **NRB230** Planet Earth **NRB500 Environmental Systems and Modelling** PCB101 **Physical Science** Field Mapping and Monitoring of Natural **NRB601** Resources Year 1, Semester 2 Year 4, Semester 2 **MAB101** Statistical Data Analysis 1 NRB501 Spatial Analysis of Environmental Systems Year 2, Semester 1 **NRB600** Sustainable Environmental Management **NRB100 Environmental Science** Course structure - Forensic Science Either PCB140 Introductory Chemistry NOTE: These Science units are studied in conjunction Or with Business units each semester PCB142 Chemistry 1 Year 1, Semester 1 Year 2, Semester 2 LSB118 Life Science **NRB240** History of Life on Earth PCB101 **Physical Science NRB440 Environmental Chemistry** Year 1, Semester 2 Year 3, Semester 1 MAB101 Statistical Data Analysis 1 **NRB331** Sedimentary Geology PCB140 Introductory Chemistry **NRB333** Mineralogy PCB142 Chemistry 1 Year 3, Semester 2 **NRB434** Structural Geology Year 2, Semester 1 **NRB436** Introduction to Igneous and Metamorphic **MAB100** Mathematical Sciences 1A Petrology

Year 4. Semester 1

Geophysics

Petrology and Geochemistry

**NRB534** 

**NRB536** 

PCB242

LSB238

Year 2, Semester 2

Chemistry 2

Cell and Molecular Biology 1

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

### 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@gut.com

### Part-time Course structure

### Year 1, Semester 1

PUN001 Contemporary Risk Management

PUN008 Risk Assessment

### 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.

## 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

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 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 Practicing 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

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

Faculty of Business Phone +61 7 3864 2050, Fax +61 7 3864 1537, email 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

### **BUSINESS BSB119** International and Electronic Business Year 2 Semester 1 No Faculty of Business units studies this Year 4 Semester 1 semester. AMB320 Advertising Management Year 2 Semester 2 **AMB330** Advertising Strategy and Planning BSB114 Government, Business and Society Year 4 Semester 2 **AYB121** Financial Accounting BSB113 **Economics** AYB223 Law of Business Associations AMB321 **Advertising Campaigns** Year 3 Semester 1 **AMB202** Integrated Marketing Communication AYB225 Management Accounting Year 5 Semester 1 AYB220 Company Accounting BSB114 Government, Business and Society Year 3 Semester 2 Course structure - Banking & Finance AYB221 Computerised Accounting Systems Year 1 Semester 1 Year 4 Semester 1 BSB113 **Economics AYB301** Auditing **BSB115** Management, People and Organisations **AYB311** Financial Accounting Issues or Year 1 Semester 2 AYB321 Strategic Management Accounting **BSB114** Government, Business and Society **BSB126** Marketing Year 4 Semester 2 EFB101 **Data Analysis for Business** Year 2 Semester 1 EFB210 Finance 1 No Faculty of Business units studies this semester. AYB325 **Taxation Law** Year 2 Semester 2 Year 5 Semester 1 BSB110 Accounting BSB115 Management, People and Organisations BSB122 Quantitative Analysis and Finance Course structure - Advertising International and Electronic Business **BSB119** Year 1 Semester 1 Year 3 Semester 1 BSB122 Quantitative Analysis and Finance EFB101 Data Analysis for Business BSB126 Marketing **EFB210** Finance 1 Year 1 Semester 2 Year 3 Semester 2 BSB110 Accounting EFB307 Finance 2 **BSB115** Management, People and Organisations Year 4 Semester 1 Year 2 Semester 1 **EFB200** Applied Regression Analysis No Faculty of Business units studies this **EFB318** Portfolio and Security Analysis semester. Year 4 Semester 2 Year 2 Semester 2 EFB102 **Economics 2** BSB111 **Business Law and Ethics** EFB312 International Finance **AMB200** Consumer Behaviour EFB201 **Financial Markets** AMB220 Advertising Theory and Practice Year 5 Semester 1 Year 3 Semester 1

AMB221

AMB222

Year 3 Semester 2

Advertising Copywriting

Media Planning

BSB111

Year 1 Semester 1

**Business Law and Ethics** 

Course structure - Economics

BSB113 **Economics** Year 3 Semester 1 **BSB115** Management, People and Organisations **BSB212 Electronic Business Applications ITB233 Enterprise Systems Applications** Year 1 Semester 2 **BSB114** Government, Business and Society Year 3 Semester 2 **BSB110** Accounting **ITB823** Web Sites For Electronic Commerce Year 2 Semester 1 Year 4 Semester 1 No Faculty of Business units studies this MGB334 Managing in a Changing Environment semester. AYB221 Computerised Accounting Systems Year 2 Semester 2 Year 4 Semester 2 BSB122 Quantitative Analysis and Finance **BSB213** Governance Issues in E-Business **BSB119** International and Electronic Business **BSB314** E-Business Intelligence EFB102 **Economics 2 ITB239 Enterprise Data Mining** Year 3 Semester 1 Year 5 Semester 1 EFB211 Firms, Markets and Resources **BSB126** Marketing EFB202 Business Cycles and Economic Growth **Course structure - Human Resource Management** Year 3 Semester 2 EFB101 **Data Analysis for Business** Year 1 Semester 1 **BSB113 Economics** Year 4 Semester 1 **BSB115** Management, People and Organisations BSB111 **Business Law and Ethics EFB200** Applied Regression Analysis Year 1 Semester 2 BSB110 Accounting Year 4 Semester 2 **BSB111 Business Law and Ethics EFB328** Public Economics and Finance **EFB329** Year 2 Semester 1 Contemporary Applications of Economics No Faculty of Business units studies this **EFB314** International Trade and Economic semester. Competitiveness Year 2 Semester 2 Year 5 Semester 1 **BSB114** Government, Business and Society BSB126 Marketing BSB122 Quantitative Analysis and Finance Course structure - Electronic Business **BSB119** International and Electronic Business Year 3 Semester 1 Year 1 Semester 1 MGB207 Human Resource Issues and Strategy **BSB115** Management, People and Organisations MGB220 Management Research Methods **BSB119** International and Electronic Business Year 3 Semester 2 Year 1 Semester 2 Organisational Behaviour MGB211 **BSB110** Accounting BSB111 **Business Law and Ethics** Year 4 Semester 1 MGB221 Performance and Reward Year 2 Semester 1 No Faculty of Business units studies this **HRM Option Unit** semester. Year 4 Semester 2 Year 2 Semester 2 MGB320 Recruitment and Selection **BSB114** Government, Business and Society MGB331 Training and Development **BSB113 Economics HRM Option Unit BSB122** Quantitative Analysis and Finance

Year 5 Ser	mester 1	Year 5 Se	mester 1
BSB126	Marketing	BSB115	Management, People and Organisations
		C	
	on Unit List:	Course st	ructure - Management
MGB201	The Legal Context of Employment Relations	Year 1 Se	mester 1
MGB209	Occupational Health and Safety Management	BSB113	Economics
MGB224	Australian Industrial Relations	BSB115	Management, People and Organisations
MGB304	Human Resource Information Management		
MGB305	Human Resource Management Strategy and Policy	Year 1 Se	
MGB314	Organisational Consulting and Change	BSB114	Government, Business and Society
MGB315	Personal and Professional Development	BSB126	Marketing
MGB325	Advanced Practice in Training and	Year 2 Se	mester 1
	Development		No Faculty of Business units studies this semester.
Course str	ructure - International Business		
Year 1 Ser	mester 1	Year 2 Se	
BSB126	Marketing	BSB111	Business Law and Ethics
BSB119	International and Electronic Business	BSB122	Quantitative Analysis and Finance
		BSB119	International and Electronic Business
Year 1 Ser		Year 3 Se	mester 1
BSB114	Government, Business and Society	MGB220	Management Research Methods
BSB122	Quantitative Analysis and Finance	MGB222	Managing Organisations
Year 2 Ser	mester 1	V00-	
	No Faculty of Business units studies this	Year 3 Se	
	semester.	MGB210	Production and Service Management
Year 2 Ser	mester 2	Year 4 Se	mester 1
BSB110	Accounting	MGB211	Organisational Behaviour
BSB111	Business Law and Ethics		Management Option Unit
BSB113	Economics	Year 4 Se	mester 2
		MGB309	Strategic Management
Year 3 Ser		MGB334	Managing in a Changing Environment
IBB202	Fundamentals of International Finance	WODSS4	Management Option Unit
IBB217	Asian Business Development		Management Option offic
	or	Year 5 Se	mester 1
IBB208	European Business Development	BSB110	Accounting
Year 3 Ser	mester 2	Managem	ent Option Unit List:
IBB317	Contemporary Business in Asia or	MGB216	Managing Technological Innovation in Global Business
IBB308	Contemporary Business in Europe	MGB218	Venture Skills
100300	Contemporary Business in Europe	MGB223	Creating New Enterprises
Year 4 Ser	mester 1	MGB312	Negotiation Skills
IBB210	Export Management	MGB315	Personal and Professional Development
IBB213	International Marketing	MGB335	Project Management
Year 4 Ser	mester 2		
IBB205	Cross-Cultural Communication and Negotiation	Course st	ructure - Marketing
IBB300	International Business Strategy	Year 1 Se	mester 1
IBB303	International Logistics	BSB122	Quantitative Analysis and Finance
נטכטטו	miornational Logistics		The state of the s

BSB126 Marketing Year 3 Semester 1 **AMB261** Media Relations and Publicity Year 1 Semester 2 **AMB262 Public Relations Writing BSB114** Government, Business and Society BSB119 International and Electronic Business Year 3 Semester 2 **BSB113 Economics** Year 2 Semester 1 No Faculty of Business units studies this Year 4 Semester 1 semester. **AMB360** Corporate Communication Management Year 2 Semester 2 AMB370 **Public Relations Cases** BSB111 **Business Law and Ethics** Year 4 Semester 2 **BSB113 Economics** BSB111 **Business Law and Ethics BSB115** Management, People and Organisations **AMB361 Public Relations Campaigns** Year 3 Semester 1 AMB371 **Corporate Communication Strategies** AMB200 Consumer Behaviour Year 5 Semester 1 AMB240 Marketing Planning and Management **BSB110** Accounting Year 3 Semester 2 **Course structure - Civil Engineering** AMB201 Marketing and Audience Research Year 1, Semester 1 Year 4 Semester 1 ENB101 **Engineering Mechanics 1** AMB340 Services Marketing **MAB131 Engineering Mathematics 1A** AMB202 **Integrated Marketing Communication** OR Year 4 Semester 2 **MAB180 Engineering Mathematics 1B** AMB241 E-Marketing Strategies Year 1, Semester 2 AMB341 Strategic Marketing **ENB102 Engineering Mechanics 2** AMB352 Marketing Decision Making **MAB132 Engineering Mathematics 2A** OR IBB213 International Marketing MAB182 **Engineering Mathematics 2B** Year 5 Semester 1 Year 2, Semester 1 **BSB110** Accounting **BEB100** Introducing Professional Learning **Course structure - Public Relations ENB104 Engineering Materials ENB271** Design of Structural Timber and Earthworks Year 1 Semester 1 **MAB233 Engineering Mathematics 3 BSB122** Quantitative Analysis and Finance **BSB126** Marketing Year 2, Semester 2 **ENB201** Fluid Mechanics Year 1 Semester 2 **BSB114** Government, Business and Society Year 3, Semester 1 BSB119 International and Electronic Business Geotechnical Engineering 1 **ENB272 ENB273** Civil Materials Year 2 Semester 1 No Faculty of Business units studies this Year 3, Semester 2 semester. **BEB200** Introducing Sustainability Design of Environmentally Sustainable **ENB274** Year 2 Semester 2 **Systems BSB115** Management, People and Organisations Structural Engineering 1 **ENB276 AMB201** Marketing and Audience Research Course structure - Electrical Engineering AMB260 Public Relations Theory and Practice

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 Problem Solving MAB233 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 Mathematics 2A OR MAB182 Engineering Mathematics 2B  Year 2, Semester 1 ENB101 Engineering Mathematics 2B  Year 2, Semester 1 ENB101 Engineering Mathematics 3 PCB136 Engineering Mathematics 3 PCB136 Engineering Physics 1C			BU
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 Introduction To Telecommunications 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 Mathematics 1B  Year 1, Semester 2  ENB105 Engineering Mathematics 2B  Year 2, Semester 1  ENB101 Engineering Mathematics 2B  Year 2, Semester 1  ENB101 Engineering Mathematics 3  HAB233 Engineering Mathematics 3	Year 1, Se	emester 1	
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 Introduction To Telecommunications 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 Mathematics 2A OR MAB182 Engineering Mathematics 2B  Year 2, Semester 1  ENB101 Engineering Mechanics 1  ENB231 Materials and Manufacturing 1  MAB233 Engineering Mathematics 3	BEB100	Introducing Professional Learning	
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MAB233 Engineering Mathematics 3	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 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 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

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 comajors 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

### **Business Coordinator**

Mr Andrew Paltridge

Email: a.paltridge@qut.edu.au

### **Discipline Coordinators**

Biochemistry
Dr Perry Hartfield

Phone: +61 7 3138 2984 Email: p.hartfield@gut.edu.au

Biotechnology

Dr Marion Bateson

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Chemistry

Dr Dennis Arnold

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Ecology

Dr Ian Williamson

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Dr Robin Thwaites

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Microbiology

Dr Christine Knox

Phone: +61 7 3138 2304 Email: c.knox@qut.edu.au

**Physics** 

Dr Esa Jaatinen

Phone: +61 7 3138 4281 Email: e.jaatinen@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, 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

International and Electronic Business BSB119

BSB126 Marketing

### Year 1 Semester 2

BSB110 Accounting

Management, People and Organisations BSB115

AYB311 Financial Accounting Issues Year 2 Semester 1 **BSB114** Government, Business and Society AYB321 **AMB200** Strategic Management Accounting Consumer Behaviour Year 4 Semester 2 Year 2 Semester 2 **AYB339 Accountancy Capstone** BSB111 **Business Law and Ethics** EFB210 Finance 1 BSB113 **Economics Banking and Finance Major** Year 3 Semester 1 AMB230 Internet Promotion Year 1 Semester 1 AMB220 Advertising Theory and Practice BSB113 **Economics BSB115** Management, People and Organisations Year 3 Semester 2 AMB221 Advertising Copywriting Year 1 Semester 2 AMB222 Media Planning **BSB114** Government, Business and Society **BSB126** Year 4 Semester 1 Marketing AMB320 **Advertising Management** Year 2 Semester 1 AMB330 Advertising Strategy and Planning BSB110 Accounting BSB111 **Business Law and Ethics** Year 4 Semester 2 AMB321 Advertising Campaigns Year 2 Semester 2 AMB202 **Integrated Marketing Communication** EFB102 **Economics 2 BSB119** International and Electronic Business **Accountancy Major** Year 3 Semester 1 Year 1 Semester 1 EFB210 Finance 1 BSB110 Accounting **EFB201 Financial Markets** BSB115 Management, People and Organisations Year 3 Semester 2 Year 1 Semester 2 **EFB307** Finance 2 BSB114 Government, Business and Society EFB312 International Finance **BSB126** Marketing Year 4 Semester 1 **BSB119** International and Electronic Business EFB200 Applied Regression Analysis **EFB318** Portfolio and Security Analysis Year 2 Semester 1 BSB111 **Business Law and Ethics** Year 4 Semester 2 BSB113 **Economics** Any Finance Unit Any Finance Unit Year 2 Semester 2 AYB121 Financial Accounting **Economics Major AYB223** Law of Business Associations Year 1 Semester 1 Year 3 Semester 1 BSB113 **Economics** AYB225 Management Accounting **BSB115** Management, People and Organisations AYB220 Company Accounting Year 1 Semester 2 Year 3 Semester 2 BSB114 Government, Business and Society AYB221 Computerised Accounting Systems BSB126 Marketing **Taxation Law** AYB325

Year 4 Semester 1

**Auditing** 

AYB301

Year 2 Semester 1

Accounting

**BSB110** 

EFB102 **Economics 2** ITB239 **Enterprise Data Mining BSB314** E-Business Intelligence Year 2 Semester 2 **Human Resource Management Major EFB210** Finance 1 BSB119 International and Electronic Business Year 1 Semester 1 Year 3 Semester 1 **BSB113 Economics** EFB211 Firms, Markets and Resources **BSB115** Management, People and Organisations EFB202 Business Cycles and Economic Growth Year 1 Semester 2 Year 3 Semester 2 **BSB114** Government, Business and Society **EFB328** Public Economics and Finance BSB126 Marketing Any Economics unit Year 2 Semester 1 Year 4 Semester 1 BSB110 Accounting BSB111 **Business Law and Ethics BSB111 Business Law and Ethics** EFB200 Applied Regression Analysis Year 2 Semester 2 Year 4 Semester 2 MGB207 Human Resource Issues and Strategy International and Electronic Business **EFB329** Contemporary Applications of Economics **BSB119** Year 3 Semester 1 **EFB314** International Trade and Economic Competitiveness MGB220 Management Research Methods **HRM Option Unit Electronic Business Major** Year 3 Semester 2 Year 1 Semester 1 MGB211 Organisational Behaviour **BSB115** Management, People and Organisations **HRM Option Unit BSB119** International and Electronic Business Year 4 Semester 1 Year 1 Semester 2 MGB221 Performance and Reward BSB114 Government, Business and Society **HRM Option Unit BSB126** Marketing Year 4 Semester 2 Year 2 Semester 1 MGB320 Recruitment and Selection **BSB110** Accounting MGB331 Training and Development BSB111 **Business Law and Ethics** HRM Option Unit List: Year 2 Semester 2 MGB201 The Legal Context of Employment Relations BSB113 **Economics** MGB209 Occupational Health and Safety Management AMB230 Internet Promotion MGB224 Australian Industrial Relations Year 3 Semester 1 MGB304 **Human Resource Information Management** BSB212 **Electronic Business Applications** MGB305 Human Resource Management Strategy and Policy **ITB233 Enterprise Systems Applications** MGB314 Organisational Consulting and Change Year 3 Semester 2 MGB315 Personal and Professional Development **BSB213** Governance Issues in E-Business MGB325 Advanced Practice in Training and ITB823 Web Sites For Electronic Commerce Development HRM students must choose three from the Year 4 Semester 1 above list (one must be a Level 3 unit). MGB334 Managing in a Changing Environment **International Business Major** AYB221 Computerised Accounting Systems Year 1 Semester 1 Year 4 Semester 2

BSB126 MGB210 **Production and Service Management** Marketing **BSB119** International and Electronic Business MGB211 Organisational Behaviour Year 1 Semester 2 Year 3 Semester 2 **BSB110** Accounting MGB222 Managing Organisations **BSB115** Management, People and Organisations Management Option Unit Year 2 Semester 1 Year 4 Semester 1 **BSB114** Government, Business and Society MGB334 Managing in a Changing Environment IBB202 Fundamentals of International Finance Management Option Unit Year 2 Semester 2 Year 4 Semester 2 BSB111 **Business Law and Ethics** MGB309 Strategic Management **BSB113 Economics** Management Option Unit Year 3 Semester 1 Management Option Unit List: **IBB205** Cross-Cultural Communication and Negotiation MGB216 Managing Technological Innovation in Global Business **IBB217** Asian Business Development MGB218 Venture Skills MGB223 Creating New Enterprises **IBB208 European Business Development** MGB312 **Negotiation Skills** Year 3 Semester 2 MGB315 Personal and Professional Development **IBB210 Export Management MGB335 Project Management IBB317** Contemporary Business in Asia Management students must choose three from the above list (one must be a Level 3 unit). **IBB308** Contemporary Business in Europe **Public Relations Major** Year 4 Semester 1 Year 1 Semester 1 **IBB300** International Business Strategy **BSB119** International and Electronic Business **IBB304** Global Industry Analysis BSB126 Marketing Year 4 Semester 2 Year 1 Semester 2 **IBB213** International Marketing **BSB110** Accounting **IBB303** International Logistics **BSB115** Management, People and Organisations **Management Major** Year 2 Semester 1 **BSB114** Government, Business and Society Year 1 Semester 1 AMB201 Marketing and Audience Research BSB113 **Economics BSB115** Management, People and Organisations Year 2 Semester 2 **BSB111 Business Law and Ethics** Year 1 Semester 2 **BSB113 Economics BSB114** Government, Business and Society BSB126 Marketing Year 3 Semester 1 AMB202 Integrated Marketing Communication Year 2 Semester 1 **AMB260** Public Relations Theory and Practice **BSB110** Accounting BSB111 **Business Law and Ethics** Year 3 Semester 2 AMB261 Media Relations and Publicity Year 2 Semester 2 **AMB262 Public Relations Writing** MGB220 Management Research Methods **BSB119** International and Electronic Business Year 4 Semester 1 **AMB360** Corporate Communication Management Year 3 Semester 1

**BUSINESS** AMB370 **Public Relations Cases** Year 2, Semester 1 Year 4 Semester 2 MAB101 Statistical Data Analysis 1 PCB101 AMB361 **Public Relations Campaigns Physical Science** AMB371 Corporate Communication Strategies Year 2, Semester 2 **Marketing Major** LSB258 Principles of Human Physiology NRB270 Animal and Plant Structure and Function Year 1 Semester 1 BSB119 International and Electronic Business Year 3, Semester 1 BSB126 LSB308 Biochemistry Marketing LSB338 Cell and Molecular Biology 2 Year 1 Semester 2 BSB110 Accounting Year 3, Semester 2 BSB115 Management, People and Organisations LSB408 Metabolism LSB468 Molecular Biology Year 2 Semester 1 BSB114 Government, Business and Society Year 4, Semester 1 **AMB200** LSB508 Advanced Metabolism Consumer Behaviour LSB527 Biomedical Research Technologies Year 2 Semester 2 BSB111 **Business Law and Ethics** Year 4, Semester 2 BSB113 **Economics** LSB607 **Protein Purification** LSB608 Protein Science Year 3 Semester 1 Course structure - Major in Biotechnology AMB202 **Integrated Marketing Communication** AMB240 Marketing Planning and Management Year 1, Semester 1 Year 3 Semester 2 LSB118 Life Science AMB201 Marketing and Audience Research Either PCB140 AMB241 E-Marketing Strategies Introductory Chemistry Or Year 4 Semester 1 PCB142 Chemistry 1 AMB340 Services Marketing Year 1, Semester 2 Any Marketing unit LSB238 Cell and Molecular Biology 1 Year 4 Semester 2 PCB242 Chemistry 2 AMB341 Strategic Marketing

Marketing Decision Making AMB352

or

**IBB213** International Marketing

Course structure - Major in Biochemistry

Year 1, Semester 1

LSB118 Life Science

Either

PCB140 Introductory Chemistry

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

**BUSINESS** Or Year 4, Semester 1 PCB644 Frontiers in Chemistry LSB537 Genetic Engineering Either Course structure - Major in Ecology LSB509 Medical Biotechnology 1 Year 1, Semester 1 Or LSB118 Life Science LSB577 Plant Biotechnology 1 **NRB100 Environmental Science** Year 4, Semester 2 Year 1, Semester 2 LSB619 Genomics and Bioinformatics MAB101 Statistical Data Analysis 1 NRB270 Animal and Plant Structure and Function LSB609 Medical Biotechnology 2 Or Year 2, Semester 1 LSB677 Plant Biotechnology 2 NRB230 Planet Earth Course structure - Major in Chemistry PCB101 **Physical Science** Year 2, Semester 2 Year 1, Semester 1 LSB238 Cell and Molecular Biology 1 Mathematical Sciences 1A **MAB100 NRB240** History of Life on Earth Either **PCB140** Introductory Chemistry Year 3, Semester 1 Or NRB301 Earth Surface Systems PCB142 Chemistry 1 **NRB311** Population Ecology Year 1, Semester 2 Year 3, Semester 2 MAB101 Statistical Data Analysis 1 **NRB410** Genetics and Evolution PCB242 Chemistry 2 NRB412 **Experimental Design** Year 2, Semester 1 Year 4, Semester 1 LSB118 Life Science **Population Genetics** NRB510 PCB101 **Physical Science NRB511** Population Management Year 2, Semester 2 Year 4, Semester 2 PCB150 Physics 1H **NRB610 Ecological Applications** PCB200 Chemical Technology 1 **NRB611** Conservation Biology Year 3, Semester 1 Course structure - Major in Environmental Science PCB334 Inorganic Chemistry Year 1, Semester 1 PCB354 Structure and Mechanism in Organic Chemistry LSB118 Life Science **NRB100 Environmental Science** Year 3, Semester 2 Principles of Physical Chemistry PCB405 Year 1, Semester 2 **PCB444** Spectroscopy MAB101 Statistical Data Analysis 1 NRB270 Animal and Plant Structure and Function Year 4, Semester 1 PCB505 Advanced Physical Chemistry Year 2, Semester 1 PCB554 Synthesis and Reactivity in Organic Chemistry NRB230 Planet Earth PCB101 **Physical Science** 

Year 4, Semester 2

Either

**Project** 

Organometallic and Coordination Chemistry

PCB634

PCB604

Year 2, Semester 2

History of Life on Earth

Chemistry 1

**NRB240** 

PCB142

**BUSINESS** Year 3, Semester 1 Course structure - Major in Geoscience **NRB301** Earth Surface Systems Year 1, Semester 1 **NRB311** Population Ecology **NRB100 Environmental Science** Year 3, Semester 2 **NRB230** Planet Earth NRB412 **Experimental Design** Year 1, Semester 2 **NRB440 Environmental Chemistry** MAB101 Statistical Data Analysis 1 Year 4, Semester 1 PCB142 Chemistry 1 **NRB500 Environmental Systems and Modelling** Year 2, Semester 1 **NRB601** Field Mapping and Monitoring of Natural Resources Mathematical Sciences 1A **MAB100** PCB101 **Physical Science** Year 4, Semester 2 NRB501 Spatial Analysis of Environmental Systems Year 2, Semester 2 **NRB600** Sustainable Environmental Management LSB118 Life Science **NRB240** History of Life on Earth Course structure - Major in Forensic Science Year 3, Semester 1 Year 1, Semester 1 **NRB301** Earth Surface Systems LSB118 Life Science **NRB333** Mineralogy Either PCB140 Introductory Chemistry Year 3, Semester 2 NRB434 Structural Geology PCB142 Chemistry 1 **NRB436** Introduction to Igneous and Metamorphic Petrology Year 1, Semester 2 Year 4, Semester 1 MAB101 Statistical Data Analysis 1 Two units selected from: PCB242 Chemistry 2 **NRB534** Geophysics Year 2, Semester 1 **NRB536** Petrology and Geochemistry **MAB100** Mathematical Sciences 1A **NRB601** Field Mapping and Monitoring of Natural PCB101 **Physical Science** Resources Year 4, Semester 2 Year 2, Semester 2 LSB238 Cell and Molecular Biology 1 Two units selected from: LSB258 Principles of Human Physiology **NRB633** Hydrogeology **NRB635** Plate Tectonics and Advanced Structural Year 3, Semester 1 Geology LSB468 Molecular Biology **NRB636** Petroleum Geology and Basin Analysis **SCB384** Forensic Science Course structure - Major in Microbiology Year 3, Semester 2 Year 1, Semester 1 JSB979 Forensic Scientific Evidence LSB118 Life Science PCB414 Industrial and Environmental Analytical Chemistry Either **PCB140** Introductory Chemistry Year 4, Semester 1 Or PCB514 Instrumental Analysis PCB142 Chemistry 1 PCB584 Forensic Examination of Physical Evidence Year 1, Semester 2 Year 4, Semester 2 LSB238 Cell and Molecular Biology 1

PCB242

Chemistry 2

LSB684

**PCB684** 

Forensic DNA Profiling

Forensic Analysis and Toxicology

### 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

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

### **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 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 BSB113 Economics** Year 2 Semester 1 **BBUS Business Faculty Core Unit** Year 3 Semester 1 **BBUS Business Faculty Core Unit AMB201** Marketing and Audience Research PUB326 **Epidemiology AMB260** Public Relations Theory and Practice PYB012 Psychology Year 3 Semester 2 Year 2 Semester 2 AMB261 Media Relations and Publicity **BBUS Business Faculty Core Unit** AMB262 **Public Relations Writing BBUS Business Faculty Core Unit** Year 4 Semester 1 **PUB486** Ethics and the Law in Health Service Delivery **AMB360** Corporate Communication Management **PUB209** Health, Culture and Society AMB370 **Public Relations Cases** Year 3 Semester 1 Year 4 Semester 2 **BBUS Business Faculty Major Unit Public Relations Campaigns** AMB361 **BBUS Business Faculty Major Unit** AMB371 Corporate Communication Strategies **PUB380** Casemix Management B HLTH Health Faculty Elective Unit **Accountancy Major** Year 3 Semester 2 Year 1 Semester 1 **BBUS Business Faculty Major Unit BSB110** Accounting **BBUS Business Faculty Major Unit BSB115** Management, People and Organisations **PUB490** Quality Management in Health Year 1 Semester 2 **PUB480 Health Administration Finance** BSB122 Quantitative Analysis and Finance Year 4 Semester 1 **BSB114** Government, Business and Society **BBUS Business Faculty Major Unit** Year 2 Semester 1 **BBUS Business Faculty Major Unit** BSB111 **Business Law and Ethics PUB514** Contract/Project Management **BSB113 PUB420 Economics** null Year 2 Semester 2 Year 4 Semester 2 **AYB121** Financial Accounting **BBUS Business Faculty Major Unit** AYB223 Law of Business Associations **BBUS Business Faculty Major Unit PUB609 Health Resource Allocation** Year 3 Semester 1 **PUB875 Professional Practice** AYB225 Management Accounting AYB220 **Public Relations Major** Company Accounting Year 3 Semester 2 Year 1 Semester 1 AYB221 Computerised Accounting Systems BSB122 Quantitative Analysis and Finance AYB325 **Taxation Law** BSB126 Marketing Year 4 Semester 1 Year 1 Semester 2 AYB301 Auditing BSB110 Accounting **AYB311** Financial Accounting Issues **BSB115** Management, People and Organisations Year 2 Semester 1 AYB321 Strategic Management Accounting BSB114 Government, Business and Society Year 4 Semester 2

**Advertising Major** 

**Data Analysis for Business** 

Finance 1

EFB101

**EFB210** 

BSB119

BSB111

Year 2 Semester 2

International and Electronic Business

**Business Law and Ethics** 

Year 1 Ser	mester 1	Year 3 Se	mester 2
BSB122	Quantitative Analysis and Finance	BSB213	Governance Issues in E-Business
BSB126	Marketing	ITB823	Web Sites For Electronic Commerce
Year 1 Ser	master 2	Year 4 Se	mester 1
BSB110	Accounting	MGB334	Managing in a Changing Environment
BSB115	Management, People and Organisations	AYB221	Computerised Accounting Systems
Year 2 Ser	mostor 1	Year 4 Se	mester 2
BSB114	Government, Business and Society	ITB239	Enterprise Data Mining
BSB119	International and Electronic Business	BSB314	E-Business Intelligence
Year 2 Ser	mester 2	Managem	ent Major
BSB111	Business Law and Ethics	Year 1 Se	mester 1
BSB113	Economics	BSB113	Economics
		BSB115	Management, People and Organisations
Year 3 Ser			management, r copic and organications
AMB200	Consumer Behaviour	Year 1 Se	mester 2
AMB220	Advertising Theory and Practice	BSB114	Government, Business and Society
Year 3 Ser	mester 2	BSB126	Marketing
AMB221	Advertising Copywriting	Year 2 Se	mester 1
AMB222	Media Planning	BSB110	Accounting
Year 4 Ser	mostor 1	BSB111	Business Law and Ethics
AMB320	Advertising Management	V00	
AMB330	Advertising Strategy and Planning	Year 2 Se	
AMDSSU	Advertising Strategy and Flamming	BSB122	Quantitative Analysis and Finance
Year 4 Ser	mester 2	BSB119	International and Electronic Business
AMB321	Advertising Campaigns	Year 3 Se	mester 1
AMB202	Integrated Marketing Communication	MGB220	Management Research Methods
Electronic	Business Major	MGB222	Managing Organisations
Year 1 Ser	maatau 1	Year 3 Se	mester 2
		MGB210	Production and Service Management
BSB115 BSB119	Management, People and Organisations International and Electronic Business	MGB211	Organisational Behaviour
Year 1 Ser	maatar 2	Year 4 Se	mester 1
BSB114		MGB334	Managing in a Changing Environment
BSB114	Government, Business and Society  Marketing		Management Option Unit
Year 2 Ser	mester 1	Year 4 Se	mester 2
BSB110	Accounting	MGB309	Strategic Management
BSB111	Business Law and Ethics		Management Option Unit
Year 2 Ser	mester 2	Managem	ent Option Unit List:
BSB113	Economics	MGB216	Managing Technological Innovation in Global
BSB122	Quantitative Analysis and Finance	MGB218	Business Venture Skills
	·	MGB218	Creating New Enterprises
Year 3 Ser		MGB312	Negotiation Skills
BSB212	Electronic Business Applications	MGB312	Personal and Professional Development
ITB233	Enterprise Systems Applications	INIGES 13	r ersonar and Froiessional Development

**BUSINESS** MGB335 **Project Management** Year 3 Semester 1 Management students must choose three from EFB211 Firms, Markets and Resources the above list (one must be a Level 3 unit). **EFB202** Business Cycles and Economic Growth **Banking and Finance Major** Year 3 Semester 2 Year 1 Semester 1 EFB101 Data Analysis for Business BSB113 **Economics EFB328** Public Economics and Finance **BSB115** Management, People and Organisations Year 4 Semester 1 Year 1 Semester 2 **BSB111 Business Law and Ethics BSB114** Government, Business and Society **EFB200** Applied Regression Analysis **BSB126** Marketing Year 4 Semester 2 Year 2 Semester 1 EFB329 Contemporary Applications of Economics **BSB110** Accounting Theory BSB111 **EFB314 Business Law and Ethics** International Trade and Economic Competitiveness Year 2 Semester 2 **Human Resource Management Major** BSB122 Quantitative Analysis and Finance **BSB119** International and Electronic Business Year 1 Semester 1 **BSB113 Economics** Year 3 Semester 1 **BSB115** Management, People and Organisations **EFB101 Data Analysis for Business** EFB210 Finance 1 Year 1 Semester 2 BSB114 Government, Business and Society Year 3 Semester 2 BSB126 Marketing EFB102 **Economics 2** EFB307 Finance 2 Year 2 Semester 1 **BSB110** Accounting Year 4 Semester 1 **BSB111 Business Law and Ethics EFB200** Applied Regression Analysis EFB318 Portfolio and Security Analysis Year 2 Semester 2 **BSB122** Quantitative Analysis and Finance Year 4 Semester 2 International and Electronic Business BSB119 **EFB312** International Finance EFB201 **Financial Markets** Year 3 Semester 1 MGB207 Human Resource Issues and Strategy **Economics Major** MGB220 Management Research Methods Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** MGB211 Organisational Behaviour **BSB115** Management, People and Organisations **HRM Option Unit** Year 1 Semester 2 Year 4 Semester 1 **BSB114** Government, Business and Society MGB221 Performance and Reward BSB126 Marketing **HRM Option Unit** Year 2 Semester 1 Year 4 Semester 2 BSB110 Accounting MGB320 Recruitment and Selection EFB102 **Economics 2** 

## MGB331 Training and Development HRM Option Unit List: MGB201 The Legal Context of Employment Relations

Year 2 Semester 2

Quantitative Analysis and Finance

International and Electronic Business

BSB122

BSB119

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
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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

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

### **Potential Careers:**

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing 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

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 youÀre 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

#### **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 or 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

#### Vear 3 Semester 2

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 Maior Unit

### Year 4, Semester 2

IT Major Unit

				• •
11	Ma	ıor	llr	าit -

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	Year	2 Se	emes	ter	1
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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

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

Accounting

Year 1 Semester 1

**BSB115** 

**BSB119** 

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 AYB321 Strategic Management Accounting

Year 4 Semester 2

Finance 1

**Electronic Business Major** 

**Data Analysis for Business** 

EFB101

EFB210

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

Management, People and Organisations

International and Electronic Business

Year 1 Semester 2 Year 3 Semester 2 **BSB114** Government, Business and Society EFB102 **Economics 2 BSB126** Marketing **EFB307** Finance 2 Year 2 Semester 1 Year 4 Semester 1 **BSB110** Accounting EFB200 Applied Regression Analysis **BSB111 Business Law and Ethics EFB318** Portfolio and Security Analysis Year 2 Semester 2 Year 4 Semester 2 **BSB122** Quantitative Analysis and Finance EFB312 International Finance **BSB119** International and Electronic Business **EFB201 Financial Markets** Year 3 Semester 1 **Economics Major** MGB207 Human Resource Issues and Strategy Year 1 Semester 1 MGB220 Management Research Methods BSB113 **Economics** Year 3 Semester 2 **BSB115** Management, People and Organisations MGB211 Organisational Behaviour Year 1 Semester 2 **HRM Option Unit BSB114** Government, Business and Society Year 4 Semester 1 BSB126 Marketing MGB221 Performance and Reward Year 2 Semester 1 **HRM Option Unit** BSB110 Accounting Year 4 Semester 2 EFB102 **Economics 2** MGB320 Recruitment and Selection Year 2 Semester 2 MGB331 Training and Development BSB122 Quantitative Analysis and Finance **HRM Option Unit List: BSB119** International and Electronic Business MGB201 The Legal Context of Employment Relations Year 3 Semester 1 MGB209 Occupational Health and Safety Management EFB211 Firms, Markets and Resources MGB224 Australian Industrial Relations EFB202 **Business Cycles and Economic Growth** MGB304 **Human Resource Information Management** MGB305 Human Resource Management Strategy and Year 3 Semester 2 **EFB101** Data Analysis for Business MGB314 Organisational Consulting and Change **EFB328** Public Economics and Finance MGB315 Personal and Professional Development MGB325 Advanced Practice in Training and Year 4 Semester 1 Development BSB111 **Business Law and Ethics** HRM students must choose two from the EFB200 Applied Regression Analysis above list (one must be a Level 3 unit). **Management Major** Year 4 Semester 2 **EFB329** Contemporary Applications of Economics Year 1 Semester 1 Theory **BSB113 Economics EFB314** International Trade and Economic Competitiveness **BSB115** Management, People and Organisations **Human Resource Management Major** Year 1 Semester 2 **BSB114** Government, Business and Society

Year 1 Semester 1		
BSB113	Economics	
BSB115	Management, People and Organisations	

## Year 2 Semester 1

**BSB126** 

BSB110 Accounting

Marketing

BSB111 Business Law and Ethics		Year 3 Ser	
Year 2 Semester 2		AMB201	Marketing and Audience Research
BSB122	Quantitative Analysis and Finance	AMB241	E-Marketing Strategies
BSB119	International and Electronic Business	Year 4 Ser	mester 1
V2 C		AMB340	Services Marketing
Year 3 Ser MGB220		AMB202	Integrated Marketing Communication
	Management Research Methods		
MGB222	Managing Organisations	Year 4 Ser	
Year 3 Ser	nester 2	AMB341	Strategic Marketing
MGB210	Production and Service Management	AMB352	Marketing Decision Making
MGB211	Organisational Behaviour	IDDO40	or
Year 4 Ser	nester 1	IBB213	International Marketing
MGB334	Managing in a Changing Environment	Internation	nal Business Major
WIGEOU !	Management Option Unit	Year 1 Ser	moetor 1
		BSB119	International and Electronic Business
Year 4 Ser	nester 2	BSB119	
MGB309	Strategic Management	D3D120	Marketing
	Management Option Unit	Year 1 Ser	mester 2
Manageme	ent Option Unit List:	BSB110	Accounting
MGB216	Managing Technological Innovation in Global Business	BSB115	Management, People and Organisations
MGB218	Venture Skills	Year 2 Ser	mester 1
MGB223	Creating New Enterprises	BSB114	Government, Business and Society
MGB312	Negotiation Skills	BSB122	Quantitative Analysis and Finance
MGB315	Personal and Professional Development	Year 2 Ser	mester 2
MGB335	Project Management	BSB111	Business Law and Ethics
	Management students must choose three from	BSB113	Economics
	the above list (one must be a Level 3 unit).		
Marketing	Major	Year 3 Ser	
		IBB202	Fundamentals of International Finance
Year 1 Ser		IBB217	Asian Business Development
BSB122	Quantitative Analysis and Finance	IDDOOO	or
BSB126	Marketing	IBB208	European Business Development
Year 1 Semester 2		Year 3 Ser	mester 2
BSB110	Accounting	IBB210	Export Management
BSB115	Management, People and Organisations	IBB317	Contemporary Business in Asia
V00			or
Year 2 Ser		IBB308	Contemporary Business in Europe
BSB114	Government, Business and Society	Year 4 Ser	moetor 1
BSB119	International and Electronic Business	IBB213	International Marketing
Year 2 Ser	nester 2	IBB215	Cross-Cultural Communication and Negotiation
BSB111	Business Law and Ethics	IDDZUJ	Cross-Cultural Communication and Negotiation
BSB113	Economics	Year 4 Ser	mester 2
Vac- 2.0	nooton 1	IBB300	International Business Strategy
Year 3 Ser		IBB303	International Logistics
AMB200	Consumer Behaviour	Business:	Systems Engineering Major
AMB240	Marketing Planning and Management		- , - · - · · · · · · · · · · · · · · ·

	BUS	INE 35	
Compulso	ory Units	BSB314	E-Business Intelligence
ITB222 Systems Analysis and Design		Games Te	echnology Major
ITB228	Enterprise Systems		
ITB245	R/3 System Administration	Compulso	·
ITB298	Business Process Engineering	ITB711	Programming Abstraction
IS Elective	o I Inite	ITB743	Artificial Intelligence
IO LIECTIVE	Select two (2) units from the following list	ITB746	Modelling and Animation Techniques
ITB218	Applications Programming	ITB747	Real Time Rendering Techniques
ITB213	Software Development with ORACLE	ITB749	Scientific Programming
ITB230	Project	MAB281	Mathematics for Computer Graphics
ITB237	Advanced Databases	Informatio	on and Knowledge Management Major
ITB237	R/3 System Administration		
ITB255	Knowledge Management		ntact the Course Coordinator for enrolment
ITB266	Information Management	advice	
ITB267	Business Analytics	Information	on Systems Major
ITB277	Information Technology Project Management	Compulac	an, Haita
ITB294	Information Quality	Compulso	•
ITB322	Information Resources	ITB229	Enterprise Systems  Database Design
		ITB229	E-Commerce Site Development
Database	s Major	110200	E-Commerce Site Development
Compulso	ory Units	IS Elective	e Units
ITB229	Database Design		Select two (2) units from the following list
ITB232	Database Management	ITB218	Applications Programming
ITB239	Enterprise Data Mining	ITB223	Software Development with ORACLE
ITB295	XML: Data and Document Processing	ITB230	Project
	-	ITB237	Advanced Databases
IS Elective		ITB266	Information Management
ITD040	Select two (2) units from the following list	ITB267	Business Analytics
ITB218	Applications Programming	ITB322	Information Resources
ITB223 ITB230	Software Development with ORACLE Project	Information	on Technology Management Major
ITB237	Advanced Databases	2	
ITB245	R/3 System Administration	Compulso ITB222	·
ITB255	Knowledge Management	ITB222 ITB241	Systems Analysis and Design Information Technology Management
ITB266	Information Management	ITB241	Information Systems Consulting
ITB267	Business Analytics	ITB204	Information Technology Project Management
ITB272	Information Technology Project Management	110212	information reclinology Project Management
ITB294	Information Quality	IS Elective	e Units
ITB322	Information Resources		Select two (2) units from the following list
		ITB218	Applications Programming
Electronic Business Major		ITB223	Software Development with ORACLE
Compulso	ory Units	ITB230	Project
ITB233	Enterprise Systems Applications	ITB237	Advanced Databases
ITB239	Enterprise Data Mining	ITB245	R/3 System Administration
110239			
		ITB255	Knowledge Management
ITB260 BSB212	E-Commerce Site Development Electronic Business Applications	ITB255 ITB266	Knowledge Management Information Management

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		
Flective I	Inite		

	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**

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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:**

**Compulsory Units** 

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing 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

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Head, Undergraduate Studies 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 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**

Year 1 Ser	mester 1	Year 3 Semester 2		
BSB115	Management, People and Organisations	AYB221	Computerised Accounting Systems	
BSB119	International and Electronic Business	AYB325	Taxation Law	
Year 1 Ser	mester 2	Year 4 Se	mester 1	
BSB114	Government, Business and Society	AYB301	Auditing	
BSB126	Marketing	AYB311	Financial Accounting Issues	
Year 2 Ser	mester 1	AV/D004	or	
BSB110	Accounting	AYB321	Strategic Management Accounting	
BSB111	Business Law and Ethics	Year 4 Se	mester 2	
Year 2 Ser	mostor 2	EFB101	Data Analysis for Business	
BSB113	Economics	EFB210	Finance 1	
BSB113	Quantitative Analysis and Finance	Human Re	esource Management Major	
Year 3 Ser	mester 1	Year 1 Se	mester 1	
BSB212	Electronic Business Applications	BSB113	Economics	
ITB233	Enterprise Systems Applications	BSB115	Management, People and Organisations	
			· · · · · ·	
Year 3 Ser		Year 1 Se		
BSB213	Governance Issues in E-Business	BSB114	Government, Business and Society	
ITB823	Web Sites For Electronic Commerce	BSB126	Marketing	
Year 4 Ser	mester 1	Year 2 Se	mester 1	
MGB334	Managing in a Changing Environment	BSB110	Accounting	
AYB221	Computerised Accounting Systems	BSB111	Business Law and Ethics	
Year 4 Ser	mostor 2	Year 2 Se	moetor 2	
		BSB122		
ITB239 BSB314	Enterprise Data Mining		Quantitative Analysis and Finance	
DSD314	E-Business Intelligence	BSB119	International and Electronic Business	
Accountar	ncy Major	Year 3 Se	mester 1	
Year 1 Ser	master 1	MGB207	Human Resource Issues and Strategy	
BSB110	Accounting	MGB220	Management Research Methods	
BSB115	Management, People and Organisations	Year 3 Se	mester 2	
DODITO	Management, i copie and organisations	MGB211	Organisational Behaviour	
Year 1 Ser	mester 2	WODZII	HRM Option Unit	
BSB122	Quantitative Analysis and Finance		THAM Option Onit	
BSB114	Government, Business and Society	Year 4 Se	mester 1	
Year 2 Ser	mester 1	MGB221	Performance and Reward	
BSB111	Business Law and Ethics		HRM Option Unit	
BSB113	Economics	Year 4 Se	mester 2	
		MGB320	Recruitment and Selection	
Year 2 Ser	mester 2	MGB331	Training and Development	
AYB121	Financial Accounting		g and 2010.op.no.no	
AYB223	Law of Business Associations	•	on Unit List:	
Year 3 Ser	mester 1	MGB201	The Legal Context of Employment Relations	
AYB225	Management Accounting	MGB209	Occupational Health and Safety Management	
AYB220	Company Accounting	MGB224	Australian Industrial Relations	
5220	company , loosanding	MGB304	Human Resource Information Management	

MGB305 Human Resource Management Strategy and BSB110 Accounting **Policy BSB111 Business Law and Ethics** MGB314 Organisational Consulting and Change Year 2 Semester 2 MGB315 Personal and Professional Development **BSB122** Quantitative Analysis and Finance MGB325 Advanced Practice in Training and Development **BSB119** International and Electronic Business HRM students must choose two from the above list (one must be a Level 3 unit). Year 3 Semester 1 EFB101 Data Analysis for Business **Economics Major** EFB210 Finance 1 Year 1 Semester 1 Year 3 Semester 2 **BSB113 Economics** EFB102 **Economics 2 BSB115** Management, People and Organisations **EFB307** Finance 2 Year 1 Semester 2 Year 4 Semester 1 BSB114 Government, Business and Society **EFB200** Applied Regression Analysis BSB126 Marketing **EFB318** Portfolio and Security Analysis Year 2 Semester 1 Year 4 Semester 2 BSB110 Accounting EFB312 International Finance EFB102 **Economics 2** EFB201 **Financial Markets** Year 2 Semester 2 **Management Major** BSB122 Quantitative Analysis and Finance BSB119 International and Electronic Business Year 1 Semester 1 **BSB113 Economics** Year 3 Semester 1 **BSB115** Management, People and Organisations EFB211 Firms, Markets and Resources EFB202 **Business Cycles and Economic Growth** Year 1 Semester 2 **BSB114** Government, Business and Society Year 3 Semester 2 **BSB126** Marketing EFB101 **Data Analysis for Business EFB328** Public Economics and Finance Year 2 Semester 1 BSB110 Accounting Year 4 Semester 1 **BSB111 Business Law and Ethics** BSB111 **Business Law and Ethics** EFB200 Applied Regression Analysis Year 2 Semester 2 **BSB122** Quantitative Analysis and Finance Year 4 Semester 2 **BSB119** International and Electronic Business **EFB329** Contemporary Applications of Economics Theory Year 3 Semester 1 **EFB314** International Trade and Economic MGB220 Management Research Methods Competitiveness MGB222 Managing Organisations **Banking and Finance Major** Year 3 Semester 2 Year 1 Semester 1 MGB210 **Production and Service Management** BSB113 **Economics** MGB211 Organisational Behaviour BSB115 Management, People and Organisations Year 4 Semester 1 Year 1 Semester 2 MGB334 Managing in a Changing Environment BSB114 Government, Business and Society Management Option Unit **BSB126** Marketing Year 4 Semester 2 Year 2 Semester 1

MGB309 **BSB126** Strategic Management Marketing Management Option Unit Year 1 Semester 2 Management Option Unit List: **BSB110** Accounting MGB216 Managing Technological Innovation in Global **BSB115** Management, People and Organisations **Business** Year 2 Semester 1 MGB218 Venture Skills **BSB114** Government, Business and Society MGB223 Creating New Enterprises BSB122 Quantitative Analysis and Finance MGB312 **Negotiation Skills** MGB315 Personal and Professional Development Year 2 Semester 2 MGB335 **Project Management BSB111 Business Law and Ethics** Management students must choose three from **BSB113 Economics** the above list (one must be a Level 3 unit). Year 3 Semester 1 **Marketing Major** IBB202 Fundamentals of International Finance Year 1 Semester 1 **IBB217** Asian Business Development BSB122 Quantitative Analysis and Finance or **BSB126** Marketing **IBB208 European Business Development** Year 1 Semester 2 Year 3 Semester 2 **BSB110** Accounting **IBB210 Export Management BSB115** Management, People and Organisations **IBB317** Contemporary Business in Asia Year 2 Semester 1 **IBB308** Contemporary Business in Europe **BSB114** Government, Business and Society **BSB119** International and Electronic Business Year 4 Semester 1 **IBB213** International Marketing Year 2 Semester 2 **IBB205** Cross-Cultural Communication and Negotiation **BSB111 Business Law and Ethics BSB113 Economics** Year 4 Semester 2 **IBB300** International Business Strategy Year 3 Semester 1 **IBB303** International Logistics **AMB200** Consumer Behaviour **AMB240** Marketing Planning and Management **Advertising Major** Year 3 Semester 2 Year 1 Semester 1 AMB201 Marketing and Audience Research **BSB122** Quantitative Analysis and Finance AMB241 E-Marketing Strategies **BSB126** Marketing Year 4 Semester 1 Year 1 Semester 2 **AMB340** Services Marketing **BSB110** Accounting AMB202 **Integrated Marketing Communication BSB115** Management, People and Organisations Year 4 Semester 2 Year 2 Semester 1 AMB341 Strategic Marketing **BSB114** Government, Business and Society **AMB352** Marketing Decision Making **BSB119** International and Electronic Business orYear 2 Semester 2 **IBB213** International Marketing **BSB111 Business Law and Ethics International Business Major BSB113 Economics** Year 1 Semester 1 Year 3 Semester 1 **BSB119** International and Electronic Business **AMB200** Consumer Behaviour

AMB220 Advertising Theory and Practice KWB107 Introduction to Creative Non-Fiction KWB102 Media Writing Year 3 Semester 2 OR AMB221 Advertising Copywriting KWB103 Persuasive Writing AMB222 Media Planning Year 2, Semester 2 Year 4 Semester 1 KWB204 Creative Non-Fiction: Life Writing AMB320 **Advertising Management** KJB224 **Feature Writing** AMB330 Advertising Strategy and Planning OR Year 4 Semester 2 **KWB106** Corporate Writing and Editing AMB321 Advertising Campaigns Year 3. Semester 1 AMB202 **Integrated Marketing Communication** Creative Industries Elective **Course structure for Communication Design major** KWB207 Great Books: The Literary Classics Year 1, Semester 1 Year 3, Semester 2 Creative Industries Elective Creative Industries Core Unit KIB101 KWB206 Youth and Children's Writing Foundations of Communication Design 1 Year 1, Semester 2 Year 4, Semester 1 Creative Industries Core Unit KWB201 Creative Writing: Digital Media KIB102 Foundations of Communication Design 2 KWB203 Creative Writing: The Novel Year 2, Semester 1 Year 4, Semester 2 Creative Industries Elective KWB205 Creative Writing Project 1 KIB103 Media Technology 1 KWB303 Writing and Publishing Industry **Course structure for Dance major** Year 2, Semester 2 Creative Industries Elective Year 1, Semester 1 KIB104 Media Technology 2 Creative Industries Core Unit KDB103 Year 3, Semester 1 Dance Technique Studies 1 **KIB210** Design Studio 1: Interaction Design Year 1, Semester 2 Year 3, Semester 2 Creative Industries Core Unit KIB211 Design Studio 2: Web Development KDB104 Dance Technique Studies 2 Year 4, Semester 1 Year 2, Semester 1 KIB310 KDB105 Design Studio 3: Virtual Environments Architecture of the Body KDB213 Dance Technique Studies 3 Year 4, Semester 2 **KIB311** Design Studio 4: Tangible Media Year 2, Semester 2 **KDB107** Choreographic Studies 1 Course structure for Creative Writing major KDB214 Dance Technique Studies 4 Year 1. Semester 1 Year 3, Semester 1 Creative Industries Core Unit **KDB110 Deconstructing Dance in History** KWB101 Introduction to Creative Writing KDB207-1 Choreographic Studies 2 Year 1, Semester 2 Year 3, Semester 2 Creative Industries Core Unit KDB106 **Dance Analysis** KWB104 Creative Writing: The Short Story KDB207-2 Choreographic Studies 2 Year 2, Semester 1 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		
Voor 1 Sc	omostor 1	KKB018	Creative Industries		
Year 4, Semester 1  KPB302 Project Development and Script Editing for Television		Creative Ir	Creative Industries Sub-Majors and Minors		
KPB303	Critical Thinking About Television	Art and Vis	sual Culture		
	-		Introductory Units		
Year 4, Se		KVB102	Modernism		
KDD004	Creative Industries Elective	KVB103	Australian Art		
KPB304  Course st	Television Practice		Subsequent Units Àrequired unit plus any 3 to complete sub-major; or required unit plus any other unit to complete minor		
Year 1, Se	emester 1	KVB211	Post 1945 Art (required)		
,	Creative Industries Core Unit	KVB108	Contemporary Asian Visual Culture		
KVB100	Research and Creativity in the Visual Arts	KVB110	2D Media and Processes		
	·	KVB111	3D Media and Processes		
Year 1, Se		KVB304	Contemporary Art Issues		
	Creative Industries Core Unit	KVB306	Video Art and Culture		
KVB104	Photomedia and Artistic Practice	Art History	, Architecture and Design		
Year 2, Se	emester 1	Artifistory	Introductory Units		
KVB102	Modernism	KVB102	Modernism		
KVB110	2D Media and Processes	KVB211	Post 1945 Art		
V 0.0		1.	Subsequent Units À both required units plus		
Year 2, Se			any 2 to complete sub-major; or both required		
KVB111	Creative Industries Elective 3D Media and Processes		units to complete minor. KK33 (Visual Arts) and KK34 (Visual Arts) students can complete a minor comprising DEB102, DAB420, DAB325 and DAB525.		
Year 3, Se	emester 1	DEB102			
KVB200	Exhibition and Display in the Visual Arts		Introducing Design History  Architecture Culture and Space (required)		
KVB202	Visual Imaging - Process and Theory	DAB420	Architecture, Culture and Space (required) (from 2007)		
Year 3, Se	emester 2	DAB325	Architecture in the 20th Century (from 2007)		
KVB103	Australian Art	DAB525	Architecture and the City (from 2008)		
KVB211	Post 1945 Art	KVB212	Australian Art, Architecture and Design		
		KVB307	Theories of Spatial Culture		
Year 4, Se		Communic	cation		
IA (BC 10	Creative Industries Elective		Introductory Units		
KVB212	Australian Art, Architecture and Design	KCB101	Communication in the New Economy		
10 /D004	OR	KCB103	Strategic Speech Communication		
KVB304	Contemporary Art Issues		Subsequent Units À choose any 4 to complete		
Year 4, Semester 2			sub-major; or any 2 to complete minor		
KVB306	Video Art and Culture	KWB102	Media Writing		
KVB108	Contemporary Asian Visual Culture		OR		
	OR	KWB106	Corporate Writing and Editing		
KVB307	Theories of Spatial Culture	KCB104	Media and Communications Industries		
Creative !	ndustries Core Units	KCB105	Media and Communication Research Methods		
CIEALIVE II	iliuastiles Cole Ollits	KCB302	Political Communication		
KKB007	Introduction to Multimedia Technology	KKB004	Indigenous Creative Industries		
KKB008	Narrative in the Creative Industries	Creative a	nd Professional Writing		
KKB009	Writing for Creative Industries		Introductory Units		
	Thing for Ground madding		•		

	BUS	INE 22	
KWB101	Introduction to Creative Writing	KFB103	Introduction to Fashion Design
KWB204	Creative Non-Fiction: Life Writing	KFB105	Fashion and Modernity
101/0400	Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor		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
KWB103	Persuasive Writing		(required)
KWB104	Creative Writing: The Short Story	KFB203	Fashion, Art and the Body (required)
KWB106	Corporate Writing and Editing	KCB203	Consumer Cultures
KWB107	Introduction to Creative Non-Fiction	KFB205	Fashion and Style Journalism
KWB206	Youth and Children's Writing	KVB104	Photomedia and Artistic Practice
Creative Ir	ndustries Management	KVB108	Contemporary Asian Visual Culture
	Introductory Units	Indigenous	s Studies
BSB126	Marketing	9	Introductory Units
KTB207	Staging Australia	HHB123	Indigenous Australian Culture Studies
	Subsequent Units À choose any 4 to complete	KWB007	Indigenous Writing
D0D445	sub-major; or any 2 to complete minor		Subsequent Units À choose required unit plus
BSB115 KTB061	Management, People and Organisations Creative Industries Management		any 3 to complete sub-major; or required unit plus any other unit to complete minor
KTB062	Creative Industries Events and Festivals	KKB004	Indigenous Creative Industries
KTB104	Performance Innovation	HHB255	Indigenous Politics And Political Culture
KTB306	Directing for Events and Festivals	HHB210	Indigenous Australia: Country, Kin And Culture
MGB223	Creating New Enterprises	EDB007	Culture Studies: Indigenous Education
Dance		JSB352	Indigenous Justice
Dance	Introductory Units	HHB276	Indigenous Knowledge: Research Ethics and Protocols
KDB109	Funk, Tap and all that Jazz		1 10100013
KDB110	Deconstructing Dance in History	Interaction	Design
	Subsequent Units À choose all 4 to complete sub-major; or any 2 to complete minor	KIB101	Introductory Units Foundations of Communication Design 1
KDB105	Architecture of the Body	KIB102	Foundations of Communication Design 2
KDB106	Dance Analysis		Subsequent Units À choose any 4 to complete
KDB108	World Dance		sub-major; or any 2 to completé minor
KDB204	Australian Dance	KIB103	Media Technology 1
		KIB104	Media Technology 2
Digital Med		KIB105	Animation and Motion Graphics
	Introductory Units	KIB108	Animation Practices
KCB102	Media and Society: From Printing Press to Internet	KIB210	Design Studio 1: Interaction Design
KCB202	New Media Technologies	Journalisn	
KCB202	New Media Technologies Subsequent Units À choose any 4 to complete		Introductory Units
	New Media Technologies  Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor	KJB101	Introductory Units Journalism Information Systems
KCB201	New Media Technologies Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Virtual Cultures		Introductory Units Journalism Information Systems Newswriting
KCB201 KCB203	New Media Technologies Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Virtual Cultures Consumer Cultures	KJB101	Introductory Units Journalism Information Systems
KCB201 KCB203 KIB101	New Media Technologies Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Virtual Cultures Consumer Cultures Foundations of Communication Design 1	KJB101	Introductory Units Journalism Information Systems Newswriting Subsequent Units À choose any 4 to complete
KCB201 KCB203 KIB101 KIB103	New Media Technologies  Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor  Virtual Cultures  Consumer Cultures  Foundations of Communication Design 1  Media Technology 1	KJB101 KJB120	Introductory Units Journalism Information Systems Newswriting Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor
KCB201 KCB203 KIB101 KIB103 KPB106	New Media Technologies Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Virtual Cultures Consumer Cultures Foundations of Communication Design 1 Media Technology 1 Australian Television	KJB101 KJB120 KFB205	Introductory Units Journalism Information Systems Newswriting Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Fashion and Style Journalism
KCB201 KCB203 KIB101 KIB103 KPB106 KVB306	New Media Technologies Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Virtual Cultures Consumer Cultures Foundations of Communication Design 1 Media Technology 1 Australian Television Video Art and Culture	KJB101 KJB120 KFB205 KJB121	Introductory Units Journalism Information Systems Newswriting Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Fashion and Style Journalism Journalistic Inquiry
KCB201 KCB203 KIB101 KIB103 KPB106 KVB306	New Media Technologies Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Virtual Cultures Consumer Cultures Foundations of Communication Design 1 Media Technology 1 Australian Television	KJB101 KJB120 KFB205 KJB121 KJB224	Introductory Units Journalism Information Systems Newswriting Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor Fashion and Style Journalism Journalistic Inquiry Feature Writing

		KPB203	Australian Film
Literary ar	nd Cultural Studies	KPB205	Documentary Theory and Practice
	Introductory Units	KPB206	International Cinema
KWB001	Introduction to Literary Theory and Cultural Studies	Television	
KWB002	Ozlit	101011011	Introductory Units
	Subsequent Units À choose any 4 to complete	KPB106	Australian Television
L(IA/DOOO	sub-major; or any 2 to complete minor	KPB101	Foundations of Film and Television Production
KWB003	Modern Times (Literature and Culture in the 20th Century)	NI BIOI	Subsequent Units À choose all 4 to complete sub-major; or any 2 to complete minor
KWB004	Shakespeare, Then and Now	KPB105	Narrative Production
KWB005	Wonderlands: Literature and Culture in the 19th Century	KPB107	Television Genres
KWB006	Popular Fictions, Popular Culture	KPB303	Critical Thinking About Television
KWB103	Persuasive Writing	KPB104	Film and Television Production Resource
KWB206	Youth and Children's Writing	5.10.1	Management
Music and	Sound Studies	Advertising	a
wusic and	Introductory Units		Introductory Units
KMB003	Sex Drugs Rock 'n' roll	BSB126	Marketing
KMB107	Sound and Image	AMB220	Advertising Theory and Practice
KIND 107	Subsequent Units À choose any 4 to complete sub-major; or both required units to complete		Subsequent Units À choose all 4 to complete sub-major; or both required units to complete minor
L/MD000	minor	AMB222	Media Planning
KMB002 KMB004	Music and Spirituality World Music	AMB221	Advertising Copywriting
KMB004	Introductory Ensemble	AMB200	Consumer Behaviour
KMB104	Introductory Musicianship	AMB320	Advertising Management
KMB104	Music and Sound Technology	_	
KMB103	Sound Recording and Acoustics	Entreprene	•
KMB204	Music and Sound Textures		Introductory Units
RIVIDZOT	Wusie and Gound Textures	BSB126	Marketing
Performan	ice Studies	BSB115	Management, People and Organisations
	Introductory Units		Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor
KTB101	20th Century Performance	AMB202	Integrated Marketing Communication
KTB104	Performance Innovation	AMB251	Innovation and Market Development
	Subsequent Units À choose any 4 to complete sub-major; or any 2 to complete minor	BSB212	Electronic Business Applications
KTB102	Process Drama	MGB218	Venture Skills
KTB102	Performing Skills 1: Body and Voice and Role	MGB223	Creating New Enterprises
KTB105	Performing Skills 2: Style and Form		
KTB100	Understanding Performance	Public Rel	
KTB204 KTB207	Staging Australia		Introductory Units
KTB207	Applied Performance	BSB126	Marketing
KIBZOO	Applied I ellermanee	AMB260	Public Relations Theory and Practice
Screen St	udies Introductory Units		Subsequent Units À choose all 4 to complete sub-major; or both required units to complete minor
KPB103	Film Genres	AMB261	Media Relations and Publicity
KPB108	Media Text Analysis	AMB262	Public Relations Writing
	Subsequent Units À choose all 4 to complete	AMB201	Marketing and Audience Research
	sub-major; or any 2 to complete minor	AMB361	Public Relations Campaigns
KPB102	Film History	Creative Ir	ndustries Faculty Undergraduate Open

Electives		KMB104	Introductory Musicianship
Creative Industries Equility Undergraduate Ones Floating		KMB105	Music and Sound Technology
Creative Industries Faculty Undergraduate Open Electives		KMB108	Sound Recording and Acoustics
These unit offerings are current at the time of publication but are subject to change.		KMB204	Music and Sound Textures
	Creative Industries students may choose		Film & Television Discipline
	elective units from the following list OR from outside the Faculty area subject to the		Film History
	following guidelines:	KPB106	Australian Television
	* you cannot select a unit that forms part of the	KPB108	Media Text Analysis
	compulsory units of your course or the compulsory units of your chosen sub-major	KPB203	Australian Film
	area.	KPB303	Critical Thinking About Television
	* you must obey any elective rules as set out in		Performance Studies Discipline
	your course requirements	KTB061	Creative Industries Management
	* you must have successfully completed any pre/co-requisite units applicable	KTB062	Creative Industries Events and Festivals
	* the offering of elective units is subject to	KTB101	20th Century Performance
	sufficient student enrolment numbers and staff availability	KTB204	Understanding Performance
	* some units are subject to quota restrictions	KTB306	Directing for Events and Festivals
	Some difficulty of Subject to quota restrictions		Visual Arts Discipline
Semester '	1	KVB102	Modernism
	Media & Communication Discipline	KVB104	Photomedia and Artistic Practice
KCB101	Communication in the New Economy	KVB110	2D Media and Processes
KCB102	Media and Society: From Printing Press to	KVB212	Australian Art, Architecture and Design
VCD102	Internet	KVB304	Contemporary Art Issues
KCB103 KCB201	Strategic Speech Communication Virtual Cultures		Creative Writing & Cultural Studies Discipline
KCB201 KCB302	Political Communication	KWB001	Introduction to Literary Theory and Cultural Studies
NCD302	Dance Discipline	KWB003	Modern Times (Literature and Culture in the
KDB105	Architecture of the Body	IVVD000	20th Century)
KDB108	World Dance	KWB005	Wonderlands: Literature and Culture in the 19th Century
KDB110	Deconstructing Dance in History	KWB101	Introduction to Creative Writing
	Fashion Discipline	KWB102	Media Writing
KFB103	Introduction to Fashion Design	KWB103	Persuasive Writing
	Journalism Discipline	KWB104	Creative Writing: The Short Story
KJB101	Journalism Information Systems	KWB105	Film and Television Scriptwriting
KJB120	Newswriting	KWB107	Introduction to Creative Non-Fiction
KJB121	Journalistic Inquiry		
KJB224	Feature Writing	Semester	
KJB239	Journalism Ethics and Issues	1/00/101	Media & Communication Discipline
	Faculty	KCB101	Communication in the New Economy
KKB004	Indigenous Creative Industries	KCB103	Strategic Speech Communication
KKB290	Supervised Group Project	KCB104	Media and Communications Industries
KKB357	Independent Study	KCB105	Media and Communication Research Methods
KKB320	Workplace Learning	KCB202	New Media Technologies
KKB330	Workplace Learning	KCB203	Consumer Cultures
KKB340-1	Workplace Learning	WDD 100	Dance Discipline
KKB340-2	Workplace Learning	KDB106	Dance Analysis
	Music & Sound Discipline	KDB109	Funk, Tap and all that Jazz
KMB003	Sex Drugs Rock 'n' roll	KDB204	Australian Dance
KMB004	World Music		Faculty

	<u></u>
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	Newswriting
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
L/MD40E	Film and Talaviaian Corinterriting

Film and Television Scriptwriting

KWB105

KWB106 Corporate Writing and EditingKWB204 Creative Non-Fiction: Life WritingKWB206 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

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Head, Undergraduate Studies 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 FinanceBSB114 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 Year 1 Semester 2 AYB221 Computerised Accounting Systems **BSB114** Government, Business and Society AYB325 **Taxation Law BSB126** Marketing Year 4 Semester 1 Year 2 Semester 1 AYB301 **Auditing BSB110** Accounting AYB311 Financial Accounting Issues **BSB111 Business Law and Ethics** or Year 2 Semester 2 Strategic Management Accounting AYB321 BSB122 Quantitative Analysis and Finance Year 4 Semester 2 **BSB119** International and Electronic Business EFB101 **Data Analysis for Business** Year 3 Semester 1 **EFB210** Finance 1 EFB101 **Data Analysis for Business Electronic Business Major EFB210** Finance 1 Year 1 Semester 1 Year 3 Semester 2 BSB115 Management, People and Organisations EFB102 **Economics 2** BSB119 International and Electronic Business EFB307 Finance 2 Year 1 Semester 2 Year 4 Semester 1 BSB114 Government, Business and Society EFB200 Applied Regression Analysis **BSB126** Marketing **EFB318** Portfolio and Security Analysis Year 2 Semester 1 Year 4 Semester 2 BSB110 EFB312 International Finance Accounting BSB111 **Business Law and Ethics** EFB201 **Financial Markets Economics Major** Year 2 Semester 2 BSB113 **Economics** Year 1 Semester 1 BSB122 Quantitative Analysis and Finance **BSB113 Economics** Year 3 Semester 1 **BSB115** Management, People and Organisations BSB212 **Electronic Business Applications** Year 1 Semester 2 ITB233 **Enterprise Systems Applications BSB114** Government, Business and Society Year 3 Semester 2 **BSB126** Marketing BSB213 Governance Issues in E-Business Year 2 Semester 1 ITB823 Web Sites For Electronic Commerce **BSB110** Accounting Year 4 Semester 1 EFB102 **Economics 2** MGB334 Managing in a Changing Environment Year 2 Semester 2 AYB221 Computerised Accounting Systems BSB122 Quantitative Analysis and Finance Year 4 Semester 2 **BSB119** International and Electronic Business ITB239 **Enterprise Data Mining** Year 3 Semester 1 **BSB314** E-Business Intelligence EFB211 Firms, Markets and Resources **Banking and Finance Major** EFB202 Business Cycles and Economic Growth Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** EFB101 **Data Analysis for Business** Management, People and Organisations EFB328 Public Economics and Finance BSB115

Development Year 4 Semester 1 HRM students must choose two from the **BSB111 Business Law and Ethics** above list (one must be a Level 3 unit). **EFB200** Applied Regression Analysis **Management Major** Year 4 Semester 2 Year 1 Semester 1 **EFB329** Contemporary Applications of Economics Theory **BSB113 Economics** International Trade and Economic **EFB314 BSB115** Management, People and Organisations Competitiveness Year 1 Semester 2 **Human Resource Management Major BSB114** Government, Business and Society Year 1 Semester 1 **BSB126** Marketing **BSB113 Economics** Year 2 Semester 1 **BSB115** Management, People and Organisations **BSB110** Accounting Year 1 Semester 2 **BSB111 Business Law and Ethics BSB114** Government, Business and Society Year 2 Semester 2 BSB126 Marketing **BSB122** Quantitative Analysis and Finance Year 2 Semester 1 BSB119 International and Electronic Business BSB110 Accounting Year 3 Semester 1 **BSB111 Business Law and Ethics** MGB220 Management Research Methods Year 2 Semester 2 MGB222 Managing Organisations BSB122 Quantitative Analysis and Finance Year 3 Semester 2 **BSB119** International and Electronic Business MGB210 Production and Service Management Year 3 Semester 1 MGB211 Organisational Behaviour MGB207 Human Resource Issues and Strategy Year 4 Semester 1 MGB220 Management Research Methods MGB334 Managing in a Changing Environment Year 3 Semester 2 Management Option Unit MGB211 Organisational Behaviour Year 4 Semester 2 **HRM Option Unit** MGB309 Strategic Management Year 4 Semester 1 Management Option Unit MGB221 Performance and Reward Management Option Unit List: **HRM Option Unit** MGB216 Managing Technological Innovation in Global Business Year 4 Semester 2 MGB218 Venture Skills MGB320 Recruitment and Selection MGB223 Creating New Enterprises MGB331 Training and Development MGB312 Negotiation Skills HRM Option Unit List: MGB315 Personal and Professional Development MGB201 The Legal Context of Employment Relations **MGB335** Project Management MGB209 Occupational Health and Safety Management Management students must choose three from MGB224 Australian Industrial Relations the above list (one must be a Level 3 unit). MGB304 **Human Resource Information Management Marketing Major** MGB305 Human Resource Management Strategy and Policy Year 1 Semester 1 MGB314 Organisational Consulting and Change **BSB122** Quantitative Analysis and Finance MGB315 Personal and Professional Development

MGB325

Advanced Practice in Training and

BSB126

Marketing

		SINLSS	<del></del>
Year 1 Sei	mester 2	Year 3 Se	mester 2
BSB110	Accounting	IBB210	Export Management
BSB115	Management, People and Organisations	IBB317	Contemporary Business in Asia
Year 2 Sei	mester 1		or
BSB114	Government, Business and Society	IBB308	Contemporary Business in Europe
BSB119	International and Electronic Business	Year 4 Se	mester 1
Vaar 2 Car	montos 2	IBB213	International Marketing
Year 2 Sei BSB111	Business Law and Ethics	IBB205	Cross-Cultural Communication and Negotiation
BSB113	Economics	Year 4 Se	mester 2
БОБТТО	Location	IBB300	International Business Strategy
Year 3 Sei	mester 1	IBB303	International Logistics
AMB200	Consumer Behaviour		-
AMB240	Marketing Planning and Management	Advertisin	g Major
Year 3 Sei	mester 2	Year 1 Se	mester 1
AMB201	Marketing and Audience Research	BSB122	Quantitative Analysis and Finance
AMB241	E-Marketing Strategies	BSB126	Marketing
Year 4 Sei	mester 1	Year 1 Se	mester 2
AMB340	Services Marketing	BSB110	Accounting
AMB202	Integrated Marketing Communication	BSB115	Management, People and Organisations
Year 4 Semester 2		Year 2 Semester 1	
AMB341	Strategic Marketing	BSB114	Government, Business and Society
AMB352	Marketing Decision Making	BSB119	International and Electronic Business
	or	Year 2 Se	mastar 2
IBB213	International Marketing	BSB111	Business Law and Ethics
Internation	nal Business Major	BSB113	Economics
Year 1 Semester 1		Year 3 Se	montor 1
BSB119	International and Electronic Business	AMB200	Consumer Behaviour
BSB126	Marketing	AMB220	Advertising Theory and Practice
Year 1 Sei		Year 3 Se	
BSB110	Accounting	AMB221	Advertising Copywriting
BSB115	Management, People and Organisations	AMB222	Media Planning
Year 2 Sei	mester 1	Year 4 Se	mester 1
BSB114	Government, Business and Society	AMB320	Advertising Management
BSB122	Quantitative Analysis and Finance	AMB330	Advertising Strategy and Planning
Year 2 Sei	mester 2	Year 4 Se	mester 2
BSB111	Business Law and Ethics	AMB321	Advertising Campaigns
BSB113	Economics	AMB202	Integrated Marketing Communication
Year 3 Sei	mester 1	Creative In	ndustries Core Units
IBB202	Fundamentals of International Finance		
IBB217	Asian Business Development	KKB007	Introduction to Multimedia Technology
	or	KKB008	Narrative in the Creative Industries
IBB208	European Business Development	KKB009	Writing for Creative Industries

	BUSI	NESS	
KKB010	Cultures and Creativity		Faculty
KKB018	Creative Industries	KKB004	Indigenous Creative Industries
	* KKB007 and KKB009 are recommended for	KKB210	Computational Arts 1
	first year students.	KKB290	Supervised Group Project
	** KKB018 is not recommended for first year students until their second semester.	KKB320	Workplace Learning
		KKB330	Workplace Learning
Creative Ir	ndustries Faculty Undergraduate Open	KKB340-2	Workplace Learning
Licotives		KKB340-1	Workplace Learning
Creative Ir	ndustries Faculty Undergraduate Open Electives	KKB357	Independent Study
	These unit offerings are current at the time of publication but are subject to change.		Music & Sound Discipline
	Rules for selecting electives:	KMB002	Music and Spirituality
	* you must obey any elective rules as set out in	KMB003	Sex Drugs Rock 'n' roll
	your course requirements	KMB004	World Music
	* you cannot select a unit that forms part of the	KMB104	Music and Sound Skills
	compulsory units of your course or the compulsory units of your chosen sub-major	KMB105	Music and Sound Technology
	area.	KMB107	Sound, Image, Text
	* you must have successfully completed any pre/co-requisite units applicable	KMB108	Sound Recording and Acoustics
	* the offering of elective units is subject to		Film & Television Discipline
	sufficient student enrolment numbers and staff	KPB102	Film History
	availability	KPB106	Australian Television
	* some units are subject to quota restrictions	KPB108	Media Text Analysis
	* KK33, KK34, KJ32, KM32, IX07 and IX16 students ONLY are permitted to select	KPB203	Australian Film
	electives from outside the Faculty of Creative Industries	KPB303	Critical Thinking About Television
	mustres	L/TD004	Performance Studies Discipline
Semester	1	KTB061	Creative Industries Management
	Media & Communication Discipline	KTB062	Creative Industries Events and Festivals
KCB101	Communication in the New Economy	KTB101	20th Century Performance
KCB102	Media and Society: From Printing Press to	KTB204 KTB306	Understanding Performance
VCD102	Internet	K1D300	Directing for Events and Festivals
KCB103 KCB201	Strategic Speech Communication Virtual Cultures	KVB102	Visual Arts Discipline Modernism
KCB201 KCB302	Political Communication	KVB102 KVB104	Photomedia and Artistic Practice
NCB302	Communication Design Discipline	KVB104 KVB110	2D Media and Processes
KIB201	Interactive Writing	KVB110 KVB212	Australian Art, Architecture and Design
KIB108	Animation Practices	KVB212 KVB304	Contemporary Art Issues
KID 100	Dance Discipline	KVD304	Creative Writing & Cultural Studies Discipline
KDB105	Architecture of the Body	KWB001	Introduction to Literary Theory and Cultural
KDB103 KDB108	World Dance	KVVDOOT	Studies
KDB100	Deconstructing Dance in History	KWB003	Modern Times (Literature and Culture in the 20th Century)
KFB103	Fashion Discipline Introduction to Fashion Design	KWB005	Wonderlands: Literature and Culture in the 19th Century
= .00	Journalism Discipline	KWB101	Introduction to Creative Writing
KJB101	Journalism Information Systems	KWB102	Media Writing
KJB120	Newswriting	KWB103	Persuasive Writing
KJB121	Journalistic Inquiry	KWB104	Creative Writing: The Short Story
KJB224	Feature Writing	KWB105	Film and Television Scriptwriting
KJB239	Journalism Ethics and Issues	KWB107	Introduction to Creative Non-Fiction
	TIME TO GIVE TO GOOD		

KWB207	Great Books: The Literary Classics
Semester 2	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
	Communication Design Discipline
KIB202	Enabling Immersion
	Dance Discipline
KDB106	Dance Analysis
KDB109	Funk, Tap and all that Jazz
KDB204	Australian Dance
	Faculty
KKB290	Supervised Group Project
KKB211	Computational Arts 2
KKB320	Workplace Learning
KKB330	Workplace Learning
KKB340-1	Workplace Learning
KKB340-2	Workplace Learning
KKB357	Independent Study
	Fashion Discipline
KFB105	Fashion and Modernity
	Journalism Discipline
KJB101	Journalism Information Systems
KJB120	Newswriting
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
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
NOTEO	

#### 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, 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

Past OP cut-off: 5. Diee 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@gut.com

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Head, Undergraduate Studies 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 allmedia 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** Creative Industries Core Unit BSB122 Quantitative Analysis and Finance **KJB120** Newswriting **BSB126** Marketing **Business Faculty Core Unit** Year 1 Semester 2 **Business Faculty Core Unit** BSB110 Accounting Year 1, Semester 2 BSB115 Management, People and Organisations Creative Industries Core Unit Year 2 Semester 1 **KJB101** Journalism Information Systems **BSB114** Government, Business and Society **Business Faculty Core Unit BSB119** International and Electronic Business **Business Faculty Core Unit** Year 2 Semester 2 Year 2, Semester 1 BSB111 **Business Law and Ethics** KJB121 Journalistic Inquiry BSB113 **Economics** KPB101 Foundations of Film and Television Production Year 3 Semester 1 **Business Faculty Core Unit Business Faculty Core Unit AMB200** Consumer Behaviour AMB220 Advertising Theory and Practice Year 2, Semester 2 KJB224 **Feature Writing** Year 3 Semester 2 AMB221 KJB232 Radio and Television Journalism 1 Advertising Copywriting **Business Faculty Core Unit** AMB222 Media Planning **Business Faculty Core Unit** Year 4 Semester 1 Year 3, Semester 1 AMB320 **Advertising Management** KJB322 **Desktop Publishing And Editing AMB330** Advertising Strategy and Planning **KJB338** Radio and Television Journalism 2 Year 4 Semester 2 **Business Faculty Major Unit** AMB321 **Advertising Campaigns Business Faculty Major Unit** AMB202 **Integrated Marketing Communication** Year 3, Semester 2 **Public Relations Major** KJB303 **News Production** KKB175 Creative Industries Legal Issues Year 1 Semester 1 **Business Faculty Major Unit** BSB122 Quantitative Analysis and Finance **Business Faculty Major Unit BSB126** Marketing Year 4, Semester 1 Year 1 Semester 2 Creative Industries Elective **BSB110** Accounting **KJB239** Journalism Ethics and Issues **BSB115** Management, People and Organisations **Business Faculty Major Unit** Year 2 Semester 1 **Business Faculty Major Unit BSB114** Government, Business and Society Year 4. Semester 2 BSB119 International and Electronic Business

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

#### 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 **BSB114** Government, Business and Society **AMB262 Public Relations Writing** BSB126 Marketing Year 4 Semester 1 Year 2 Semester 1 **AMB360** Corporate Communication Management **BSB110** Accounting AMB370 **Public Relations Cases BSB111 Business Law and Ethics** Year 2 Semester 2 Year 4 Semester 2 AMB361 **Public Relations Campaigns** BSB122 Quantitative Analysis and Finance International and Electronic Business AMB371 Corporate Communication Strategies **BSB119 Accountancy Major** Year 3 Semester 1 MGB220 Management Research Methods Year 1 Semester 1 MGB222 Managing Organisations BSB110 Accounting **BSB115** Management, People and Organisations Year 3 Semester 2 MGB210 **Production and Service Management** Year 1 Semester 2 MGB211 Organisational Behaviour BSB122 Quantitative Analysis and Finance **BSB114** Government, Business and Society Year 4 Semester 1 MGB334 Managing in a Changing Environment Year 2 Semester 1 Management Option Unit BSB111 **Business Law and Ethics** Year 4 Semester 2 BSB113 **Economics** MGB309 Strategic Management Year 2 Semester 2 Management Option Unit **AYB121** Financial Accounting **AYB223** Law of Business Associations Management Option Unit List: MGB216 Managing Technological Innovation in Global Year 3 Semester 1 Business AYB225 Management Accounting MGB218 Venture Skills AYB220 Company Accounting MGB223 Creating New Enterprises MGB312 **Negotiation Skills** Year 3 Semester 2 MGB315 Personal and Professional Development AYB221 Computerised Accounting Systems MGB335 **Project Management AYB325 Taxation Law** Management students must choose three from the above list (one must be a Level 3 unit). Year 4 Semester 1 **AYB301** Auditing **Electronic Business Major AYB311** Financial Accounting Issues Year 1 Semester 1 **BSB115** Management, People and Organisations AYB321 Strategic Management Accounting **BSB119** International and Electronic Business Year 4 Semester 2 Year 1 Semester 2 **EFB101** Data Analysis for Business **BSB114** Government, Business and Society EFB210 Finance 1 BSB126 Marketing **Management Major** Year 2 Semester 1 Year 1 Semester 1 **BSB110** Accounting **BSB113 BSB111 Business Law and Ethics BSB115** Management, People and Organisations Year 2 Semester 2 Year 1 Semester 2 **BSB113 Economics** 

BSB122 Quantitative Analysis and Finance Year 1 Semester 1 Year 3 Semester 1 **BSB113 Economics** BSB212 **Electronic Business Applications BSB115** Management, People and Organisations ITB233 **Enterprise Systems Applications** Year 1 Semester 2 Year 3 Semester 2 **BSB114** Government, Business and Society BSB213 Governance Issues in E-Business **BSB126** Marketing ITB823 Web Sites For Electronic Commerce Year 2 Semester 1 Year 4 Semester 1 BSB110 Accounting MGB334 Managing in a Changing Environment **BSB111 Business Law and Ethics** AYB221 Computerised Accounting Systems Year 2 Semester 2 Year 4 Semester 2 BSB122 Quantitative Analysis and Finance ITB239 **Enterprise Data Mining BSB119** International and Electronic Business **BSB314** E-Business Intelligence Year 3 Semester 1 **Marketing Major** EFB101 **Data Analysis for Business** EFB210 Finance 1 Year 1 Semester 1 BSB122 Quantitative Analysis and Finance Year 3 Semester 2 BSB126 Marketing EFB102 **Economics 2** EFB307 Finance 2 Year 1 Semester 2 BSB110 Accounting Year 4 Semester 1 BSB115 Management, People and Organisations **EFB200** Applied Regression Analysis **EFB318** Portfolio and Security Analysis Year 2 Semester 1 BSB114 Government, Business and Society Year 4 Semester 2 **BSB119** International and Electronic Business EFB312 International Finance EFB201 **Financial Markets** Year 2 Semester 2 BSB111 **Business Law and Ethics Economics Major** BSB113 **Economics** Year 1 Semester 1 Year 3 Semester 1 BSB113 **Economics** AMB200 Consumer Behaviour **BSB115** Management, People and Organisations AMB240 Marketing Planning and Management Year 1 Semester 2 Year 3 Semester 2 BSB114 Government, Business and Society AMB201 Marketing and Audience Research **BSB126** Marketing AMB241 E-Marketing Strategies Year 2 Semester 1 Year 4 Semester 1 BSB110 Accounting AMB340 Services Marketing EFB102 **Economics 2** AMB202 **Integrated Marketing Communication** Year 2 Semester 2 Year 4 Semester 2 BSB122 Quantitative Analysis and Finance AMB341 Strategic Marketing BSB119 International and Electronic Business AMB352 Marketing Decision Making Year 3 Semester 1 EFB211 Firms, Markets and Resources **IBB213** International Marketing **EFB202** Business Cycles and Economic Growth **Banking and Finance Major** 

		MGB305	Human Resource Management Strategy and
Year 3 Semester 2			Policy
EFB101	Data Analysis for Business	MGB314	Organisational Consulting and Change
EFB328	Public Economics and Finance	MGB315	Personal and Professional Development
Year 4 Semester 1		MGB325	Advanced Practice in Training and Development
BSB111	Business Law and Ethics		HRM students must choose two from the
EFB200	Applied Regression Analysis		above list (one must be a Level 3 unit).
Year 4 Ser	nester 2	Internation	nal Business Major
EFB329	Contemporary Applications of Economics Theory	Year 1 Sei	
EFB314	International Trade and Economic Competitiveness	BSB119	International and Electronic Business
	Competitiveness	BSB126	Marketing
Human Re	source Management Major	Year 1 Ser	mester 2
Year 1 Ser	nester 1	BSB110	Accounting
BSB113	Economics	BSB115	Management, People and Organisations
BSB115	Management, People and Organisations	Year 2 Se	moster 1
DODITO	Management, i copie and organisations	BSB114	
Year 1 Ser	nester 2		Government, Business and Society
BSB114	Government, Business and Society	BSB122	Quantitative Analysis and Finance
BSB126	Marketing	Year 2 Sei	mester 2
Year 2 Ser	nector 1	BSB111	Business Law and Ethics
BSB110		BSB113	Economics
BSB111	Accounting Business Law and Ethics	Year 3 Se	menter 1
		IBB202	Fundamentals of International Finance
Year 2 Ser	nester 2	IBB202	
BSB122	Quantitative Analysis and Finance	IDDZ I I	Asian Business Development
BSB119	International and Electronic Business	IBB208	or European Business Development
Year 3 Ser	nester 1		·
MGB207	Human Resource Issues and Strategy	Year 3 Sei	mester 2
MGB220	Management Research Methods	IBB210	Export Management
WODZZO	Management research Methods	IBB317	Contemporary Business in Asia
Year 3 Ser	nester 2		or
MGB211	Organisational Behaviour	IBB308	Contemporary Business in Europe
	HRM Option Unit	Year 4 Sei	mester 1
Year 4 Ser	nester 1	IBB213	International Marketing
MGB221	Performance and Reward	IBB205	Cross-Cultural Communication and Negotiation
	HRM Option Unit	IBBZ00	Cross Cultural Communication and Negotiation
		Year 4 Sei	mester 2
Year 4 Ser		IBB300	International Business Strategy
MGB320	Recruitment and Selection	IBB303	International Logistics
MGB331	Training and Development	Creative Ir	ndustries Core Units
HRM Option	on Unit List:		
MGB201	The Legal Context of Employment Relations	KKB007	Introduction to Multimedia Technology
MGB209	Occupational Health and Safety Management	KKB008	Narrative in the Creative Industries
MGB224	Australian Industrial Relations	KKB009	Writing for Creative Industries
MGB304	Human Resource Information Management	KKB010	Cultures and Creativity
		KKB018	Creative Industries

	* KKB007 and KKB009 are recommended for	KKB210	Computational Arts 1
first year students.		KKB290	Supervised Group Project
	** KKB018 is not recommended for first year students until their second semester.	KKB320	Workplace Learning
		KKB330	Workplace Learning
Creative Industries Faculty Undergraduate Open Electives		KKB340-2	Workplace Learning
Licotives		KKB340-1	Workplace Learning
Creative In	dustries Faculty Undergraduate Open Electives	KKB357	Independent Study
	These unit offerings are current at the time of		Music & Sound Discipline
	publication but are subject to change.	KMB002	Music and Spirituality
	Rules for selecting electives:	KMB003	Sex Drugs Rock 'n' roll
	* you must obey any elective rules as set out in your course requirements	KMB004	World Music
	* you cannot select a unit that forms part of the	KMB104	Music and Sound Skills
	compulsory units of your course or the compulsory units of your chosen sub-major	KMB105	Music and Sound Technology
	area.	KMB107	Sound, Image, Text
	* you must have successfully completed any	KMB108	Sound Recording and Acoustics
	pre/co-requisite units applicable		Film & Television Discipline
	* the offering of elective units is subject to sufficient student enrolment numbers and staff	KPB102	Film History
	availability	KPB106	Australian Television
	* some units are subject to quota restrictions	KPB108	Media Text Analysis
	* KK33, KK34, KJ32, KM32, IX07 and IX16	KPB203	Australian Film
	students ONLY are permitted to select electives from outside the Faculty of Creative	KPB303	Critical Thinking About Television
	Industries		Performance Studies Discipline
Semester 1		KTB061	Creative Industries Management
Comodici	Media & Communication Discipline	KTB062	Creative Industries Events and Festivals
KCB101	Communication in the New Economy	KTB101	20th Century Performance
KCB102	Media and Society: From Printing Press to	KTB204	Understanding Performance
1102102	Internet	KTB306	Directing for Events and Festivals
KCB103	Strategic Speech Communication		Visual Arts Discipline
KCB201	Virtual Cultures	KVB102	Modernism
KCB302	Political Communication	KVB104	Photomedia and Artistic Practice
	Communication Design Discipline	KVB110	2D Media and Processes
KIB201	Interactive Writing	KVB212	Australian Art, Architecture and Design
KIB108	Animation Practices	KVB304	Contemporary Art Issues
	Dance Discipline		Creative Writing & Cultural Studies Discipline
KDB105	Architecture of the Body	KWB001	Introduction to Literary Theory and Cultural Studies
KDB108	World Dance	KWB003	Modern Times (Literature and Culture in the
KDB110	Deconstructing Dance in History	TTVIDOOO	20th Century)
	Fashion Discipline	KWB005	Wonderlands: Literature and Culture in the
KFB103	Introduction to Fashion Design	IOMB 404	19th Century
	Journalism Discipline	KWB101	Introduction to Creative Writing
KJB101	Journalism Information Systems	KWB102	Media Writing
KJB120	Newswriting	KWB103	Persuasive Writing
KJB121	Journalistic Inquiry	KWB104	Creative Writing: The Short Story
KJB224	Feature Writing	KWB105	Film and Television Scriptwriting
KJB239	Journalism Ethics and Issues	KWB107	Introduction to Creative Non-Fiction
	Faculty	KWB207	Great Books: The Literary Classics
KKB004	Indigenous Creative Industries	Semester 2	2

	DC
	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
	Communication Design Discipline
KIB202	Enabling Immersion
	Dance Discipline
KDB106	Dance Analysis
KDB109	Funk, Tap and all that Jazz
KDB204	Australian Dance
	Faculty
KKB290	Supervised Group Project
KKB211	Computational Arts 2
KKB320	Workplace Learning
KKB330	Workplace Learning
KKB340-1	Workplace Learning
KKB340-2	Workplace Learning
KKB357	Independent Study
	Fashion Discipline
KFB105	Fashion and Modernity
	Journalism Discipline
KJB101	Journalism Information Systems
KJB120	Newswriting
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

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	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:**

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

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 industrysponsored 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

#### **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

#### **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

Business Faculty Major Unit Business Faculty Major Unit

Mathematics Unit
Mathematics Unit

## 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

**IBB208 European Business Development** Year 2 Semester 2 MGB220 Management Research Methods Year 3 Semester 2 BSB119 International and Electronic Business **IBB210 Export Management IBB317** Contemporary Business in Asia Year 3 Semester 1 MGB210 **Production and Service Management IBB308** Contemporary Business in Europe MGB211 Organisational Behaviour Year 4 Semester 1 Year 3 Semester 2 **IBB300** International Business Strategy MGB222 **Managing Organisations IBB304** Global Industry Analysis Management Option Unit Year 4 Semester 2 Year 4 Semester 1 **IBB213** International Marketing MGB334 Managing in a Changing Environment **IBB303** International Logistics Management Option Unit **Human Resource Management Major Course Structure** Year 4 Semester 2 for Students with Maths B and C MGB309 Strategic Management Management Option Unit Year 1 Semester 1 **BSB113 Economics** Management Option Unit List: **BSB115** Management, People and Organisations MGB216 Managing Technological Innovation in Global Business Year 1 Semester 2 MGB218 Venture Skills **BSB114** Government, Business and Society MGB223 Creating New Enterprises **BSB126** Marketing MGB312 **Negotiation Skills** MGB315 Personal and Professional Development Year 2 Semester 1 MGB335 **Project Management** BSB110 Accounting Management students must choose three from **BSB111 Business Law and Ethics** the above list (one must be a Level 3 unit). Year 2 Semester 2 **International Business Major Course Structure for** MGB207 Human Resource Issues and Strategy Students with Maths B and C **BSB119** International and Electronic Business Year 1 Semester 1 Year 3 Semester 1 BSB126 Marketing MGB220 Management Research Methods **BSB119** International and Electronic Business **HRM Option Unit** Year 1 Semester 2 Year 3 Semester 2 **BSB110** Accounting MGB211 Organisational Behaviour **BSB115** Management, People and Organisations **HRM Option Unit** Year 2 Semester 1 Year 4 Semester 1 BSB114 Government, Business and Society MGB221 Performance and Reward IBB202 Fundamentals of International Finance **HRM Option Unit** Year 2 Semester 2 Year 4 Semester 2 BSB111 **Business Law and Ethics** MGB320 Recruitment and Selection BSB113 **Economics** MGB331 Training and Development Year 3 Semester 1 HRM Option Unit List: **IBB205** Cross-Cultural Communication and Negotiation MGB201 The Legal Context of Employment Relations **IBB217** Asian Business Development MGB209 Occupational Health and Safety Management or

	DU	SINESS		
MGB224	Australian Industrial Relations	BSB126	Marketing	
MGB304	Human Resource Information Management		or	
MGB305	Human Resource Management Strategy and Policy	BSB119	Internation	
MGB314	Organisational Consulting and Change	Year 2 Ser	mester 1	
MGB315	Personal and Professional Development	BSB111	Business	
MGB325	Advanced Practice in Training and Development	BSB113	Economic	
	HRM students must choose three from the	Year 2 Ser	Year 2 Semester 2	
	above list (one must be a Level 3 unit).	AYB121	Financial A	
Banking and Finance Major Course Structure for		AYB223	Law of Bu	
Students with Maths B and C				

Year 1 Semester 1		
BSB113	Economics	
BSB115	Management, People and Organisations	
Year 1 Ser	mester 2	
BSB114	Government, Business and Society	

#### Year 2 Semester 1

**BSB126** 

BSB110 Accounting

BSB111 **Business Law and Ethics** 

Marketing

#### 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 Portfolio and Security Analysis EFB318

#### Year 4 Semester 2

Any Finance Unit Any Finance Unit

#### **Accountancy Major Course Structure for Students with** Maths B and C

Year 1 Sei	mester 1
BSB110	Accounting
BSB115	Management, People and Organisations

#### Year 1 Semester 2

BSB114 Government, Business and Society

BSB126	Marketing

onal and Electronic Business

Law and Ethics

Accounting

usiness 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

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

**BUSINESS** EFB328 Public Economics and Finance Year 1 Semester 2 Any Economics unit **BSB110** Accounting **BSB115** Management, People and Organisations Year 4 Semester 1 BSB111 **Business Law and Ethics** Year 2 Semester 1 EFB200 **Applied Regression Analysis BSB114** Government, Business and Society **AMB201** Marketing and Audience Research Year 4 Semester 2 **EFB329** Contemporary Applications of Economics Year 2 Semester 2 Theory **BSB111 Business Law and Ethics EFB314** International Trade and Economic **BSB113 Economics** Competitiveness **Electronic Business Major Course Structure for** Year 3 Semester 1 Students with Maths B and C **AMB202 Integrated Marketing Communication** AMB260 Public Relations Theory and Practice Year 1 Semester 1 **BSB115** Management, People and Organisations Year 3 Semester 2 **BSB119** International and Electronic Business AMB261 Media Relations and Publicity **AMB262 Public Relations Writing** Year 1 Semester 2 BSB114 Government, Business and Society Year 4 Semester 1 **BSB126** Marketing AMB360 Corporate Communication Management AMB370 **Public Relations Cases** Year 2 Semester 1 **BSB110** Accounting Year 4 Semester 2 BSB111 **Business Law and Ethics** AMB361 **Public Relations Campaigns** Corporate Communication Strategies AMB371 Year 2 Semester 2 BSB113 **Economics** Marketing Major Course Structure for Students with Maths B and C AMB230 Internet Promotion Year 1 Semester 1 Year 3 Semester 1 **BSB119** International and Electronic Business BSB212 **Electronic Business Applications BSB126** Marketing **ITB233 Enterprise Systems Applications** Year 1 Semester 2 Year 3 Semester 2 **BSB110** Accounting BSB213 Governance Issues in E-Business **BSB115** Management, People and Organisations ITB823 Web Sites For Electronic Commerce Year 2 Semester 1 Year 4 Semester 1 **BSB114** Government, Business and Society MGB334 Managing in a Changing Environment **AMB200** Consumer Behaviour AYB221 Computerised Accounting Systems Year 2 Semester 2 Year 4 Semester 2 BSB111 **Business Law and Ethics ITB239 Enterprise Data Mining BSB113 Economics BSB314** E-Business Intelligence **Public Relations Major Course Structure for Students** Year 3 Semester 1 with Maths B and C **AMB202** Integrated Marketing Communication **AMB240** Marketing Planning and Management Year 1 Semester 1

Year 3 Semester 2

Marketing and Audience Research

E-Marketing Strategies

AMB201

**AMB241** 

**BSB119** 

BSB126

Marketing

International and Electronic Business

Year 4 Semester 1 AMB340 Services Marketing Any Marketing unit Year 4 Semester 2 AMB341 Strategic Marketing AMB352 Marketing Decision Making **IBB213** International Marketing **Accountancy Course Structure for Students with Maths** Year 1 Semester 1 **BSB110** Accounting **BSB115** Management, People and Organisations Year 1 Semester 2 BSB126 Marketing **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 AYB321 Strategic Management Accounting Year 4 Semester 2 **AYB339 Accountancy Capstone** 

EFB210

**BSB113** 

Year 1 Semester 1

Finance 1

**Economics** 

**BUSINESS BSB115** Management, People and Organisations Year 1 Semester 2 **BSB114** BSB110 **EFB102 BSB119 EFB210 BSB126 EFB211 EFB202** EFB328 **BSB111 EFB200 EFB329 EFB314** BSB119 **BSB126 BSB115 BSB114 AMB200** 

Government, Business and Society Year 2 Semester 1 Accounting **Economics 2** Year 2 Semester 2 International and Electronic Business Finance 1 Marketing Year 3 Semester 1 Firms, Markets and Resources **Business Cycles and Economic Growth** Year 3 Semester 2 Any Economics Unit Public Economics and Finance Year 4 Semester 1 **Business Law and Ethics** Applied Regression Analysis Year 4 Semester 2 Contemporary Applications of Economics International Trade and Economic Competitiveness Advertising Course Structure for Students with Maths B Year 1 Semester 1 International and Electronic Business Marketing Year 1 Semester 2 Management, People and Organisations Year 2 Semester 1 Government, Business and Society Consumer Behaviour Year 2 Semester 2 BSB111 **Business Law and Ethics BSB113 Economics BSB110** Accounting Year 3 Semester 1 **Economics Course Structure for Students with Maths B** AMB220 Advertising Theory and Practice Internet Promotion AMB230 Year 3 Semester 2

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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** Management, People and Organisations **BSB115** 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** 

Management, People and Organisations

International and Electronic Business

Maths B

**BSB115** 

BSB119

BSB126

Year 1 Semester 1

Year 1 Semester 2

Marketing

ESS	
Year 2 Se	mester 1
BSB110	Accounting
BSB111	Business Law and Ethics
Year 2 Se	mester 2
BSB113	Economics
AMB230	Internet Promotion
BSB114	Government, Business and Society
Year 3 Se	mester 1
BSB212	Electronic Business Applications
ITB233	Enterprise Systems Applications
Year 3 Se	mester 2
BSB213	Governance Issues in E-Business
ITB823	Web Sites For Electronic Commerce
Year 4 Se	mester 1
MGB334	Managing in a Changing Environment
AYB221	Computerised Accounting Systems
Year 4 Se	mester 2
BSB314	E-Business Intelligence
ITB239	Enterprise Data Mining
	esource Management Course Structure for with Maths B
Year 1 Se	mester 1
BSB113	Economics
BSB115	Management, People and Organisations
Year 1 Se	mester 2
BSB114	Government, Business and Society
Year 2 Se	mester 1
BSB110	Accounting
BSB111	Business Law and Ethics
Year 2 Se	mester 2
MGB207	Human Resource Issues and Strategy
BSB119	International and Electronic Business
BSB126	Marketing
Year 3 Se	mester 1
MGB220	Management Research Methods
	HRM Option Unit
Year 3 Se	mester 2
MGB211	Organisational Behaviour

**HRM Option Unit** 

Year 4 Semester 1

MGB221 Performance and Reward **IBB304** Global Industry Analysis **HRM Option Unit** Year 4 Semester 2 Year 4 Semester 2 **IBB213** International Marketing MGB320 Recruitment and Selection **IBB303** International Logistics MGB331 Training and Development Marketing Course Structure for Students with Maths B **HRM Option Unit List:** Year 1 Semester 1 MGB201 The Legal Context of Employment Relations **BSB119** International and Electronic Business MGB209 Occupational Health and Safety Management **BSB126** Marketing MGB224 Australian Industrial Relations MGB304 **Human Resource Information Management** Year 1 Semester 2 MGB305 Human Resource Management Strategy and BSB110 Accounting Policy Year 2 Semester 1 MGB314 Organisational Consulting and Change **BSB114** Government, Business and Society MGB315 Personal and Professional Development AMB200 Consumer Behaviour Advanced Practice in Training and MGB325 Development Year 2 Semester 2 HRM students must choose two units from the above list (one must be a Level 3 unit). **Business Law and Ethics** BSB111 **BSB113 Economics International Business Course Structure for Students** with Maths B **BSB115** Management, People and Organisations Year 3 Semester 1 Year 1 Semester 1 AMB202 Integrated Marketing Communication **BSB119** International and Electronic Business **AMB240** Marketing Planning and Management BSB126 Marketing Year 3 Semester 2 Year 1 Semester 2 **AMB201** Marketing and Audience Research BSB110 Accounting **AMB241** E-Marketing Strategies Year 2 Semester 1 Year 4 Semester 1 **BSB114** Government, Business and Society **AMB340** Services Marketing **IBB202** Fundamentals of International Finance Any Marketing Unit Year 2 Semester 2 Year 4 Semester 2 BSB111 **Business Law and Ethics** AMB341 Strategic Marketing **BSB113 Economics** AMB352 Marketing Decision Making **BSB115** Management, People and Organisations or Year 3 Semester 1 IBB213 International Marketing **IBB205** Cross-Cultural Communication and Negotiation **Management Course Structure for Students with Maths IBB217** Asian Business Development **IBB208 European Business Development** Year 1 Semester 1 **BSB113 Fconomics** Year 3 Semester 2 **BSB115** Management, People and Organisations **IBB210 Export Management IBB317** Contemporary Business in Asia Year 1 Semester 2 **BSB114** Government, Business and Society **IBB308** Contemporary Business in Europe Year 2 Semester 1 Year 4 Semester 1

**IBB300** 

International Business Strategy

**BSB110** 

Accounting

BSB111 **Business Law and Ethics** AMB202 **Integrated Marketing Communication** AMB260 Public Relations Theory and Practice Year 2 Semester 2 Management Research Methods MGB220 Year 3 Semester 2 **BSB119** International and Electronic Business **AMB261** Media Relations and Publicity BSB126 AMB262 **Public Relations Writing** Marketing Year 3 Semester 1 Year 4 Semester 1 MGB210 **Production and Service Management AMB360** Corporate Communication Management MGB211 Organisational Behaviour AMB370 **Public Relations Cases** Year 3 Semester 2 Year 4 Semester 2 MGB222 Managing Organisations AMB361 **Public Relations Campaigns** Management Option List AMB371 **Corporate Communication Strategies** Course structure - For students with four semesters of Year 4 Semester 1 Senior Mathematics B and Senior Mathematics C MGB334 Managing in a Changing Environment Management Option List For students with four semesters of Senior Mathematics B and Senior Mathematics C, at a Year 4 Semester 2 level of Sound Achievement or better, (or equivalent) MGB309 Strategic Management Management Option List Year 1, Semester 1 MAB101 Statistical Data Analysis 1 Management Option Unit List: **MAB111** Mathematical Sciences 1B MGB216 Managing Technological Innovation in Global Business Year 1, Semester 2 MGB218 Venture Skills **MAB112** Mathematical Sciences 1C MGB223 Creating New Enterprises **MAB210** Statistical Modelling 1 MGB312 **Negotiation Skills** MGB315 Personal and Professional Development Year 2, Semester 1 MGB335 Project Management **MAB311 Advanced Calculus** Management students must choose two from **MAB313** Mathematics of Finance the above list (one must be a Level 3 unit). Year 2, Semester 2 **Public Relations Course Structure for Students with** Maths B **MAB220 Computational Mathematics 1** Mathematics Elective Year 1 Semester 1 Year 3, Semester 1 International and Electronic Business **BSB119** MAB312 Linear Algebra **BSB126** Marketing Mathematics Elective Year 1 Semester 2 Year 3, Semester 2 **BSB110** Accounting Mathematics Elective Year 2 Semester 1 Mathematics Elective BSB114 Government, Business and Society Year 4, Semester 1 AMB201 Marketing and Audience Research Mathematics Elective Year 2 Semester 2 Mathematics Elective BSB111 **Business Law and Ethics** Year 4, Semester 2 **BSB113 Economics** Mathematics Elective **BSB115** Management, People and Organisations Mathematics Elective Year 3 Semester 1 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 Practicing 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

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

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 multidsciplinary 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 disciple 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 **Electronic Business Major** BSB119 International and Electronic Business Year 1 Semester 1 Year 3 Semester 1 **BSB115** Management, People and Organisations EFB101 **Data Analysis for Business** BSB119 International and Electronic Business EFB210 Finance 1 Year 1 Semester 2 Year 3 Semester 2 **BSB114** Government, Business and Society EFB102 **Economics 2 BSB126** Marketing EFB307 Finance 2 Year 2 Semester 1 Year 4 Semester 1 **BSB110** Accounting EFB200 Applied Regression Analysis BSB111 **Business Law and Ethics EFB318** Portfolio and Security Analysis Year 2 Semester 2 Year 4 Semester 2 BSB113 **Economics** EFB312 International Finance BSB122 Quantitative Analysis and Finance EFB201 **Financial Markets** Year 3 Semester 1 **Marketing Major BSB212 Electronic Business Applications** Year 1 Semester 1 ITB233 **Enterprise Systems Applications** BSB122 Quantitative Analysis and Finance Year 3 Semester 2 BSB126 Marketing BSB213 Governance Issues in E-Business Year 1 Semester 2 ITB823 Web Sites For Electronic Commerce BSB110 Accounting Year 4 Semester 1 BSB115 Management, People and Organisations MGB334 Managing in a Changing Environment Year 2 Semester 1 AYB221 Computerised Accounting Systems BSB114 Government, Business and Society Year 4 Semester 2 BSB119 International and Electronic Business ITB239 **Enterprise Data Mining** Year 2 Semester 2 **BSB314** E-Business Intelligence BSB111 **Business Law and Ethics Management Major** BSB113 **Economics** Year 1 Semester 1 Year 3 Semester 1 **BSB113 Economics** Consumer Behaviour AMB200 **BSB115** Management, People and Organisations AMB240 Marketing Planning and Management Year 1 Semester 2 Year 3 Semester 2 **BSB114** Government, Business and Society AMB201 Marketing and Audience Research **BSB126** Marketing AMB241 E-Marketing Strategies Year 2 Semester 1 Year 4 Semester 1 BSB110 Accounting AMB340 Services Marketing BSB111 **Business Law and Ethics** AMB202 **Integrated Marketing Communication** Year 2 Semester 2 Year 4 Semester 2 **BSB122** Quantitative Analysis and Finance AMB341 Strategic Marketing BSB119 International and Electronic Business AMB352 Marketing Decision Making Year 3 Semester 1 or IBB213 International Marketing MGB220 Management Research Methods

MGB222 Managing Organisations orAYB321 Strategic Management Accounting Year 3 Semester 2 MGB210 **Production and Service Management** Year 4 Semester 2 MGB211 Organisational Behaviour **EFB101** Data Analysis for Business **EFB210** Finance 1 Year 4 Semester 1 **Public Relations Major** MGB334 Managing in a Changing Environment Management Option Unit Year 1 Semester 1 Year 4 Semester 2 **BSB122** Quantitative Analysis and Finance MGB309 Strategic Management BSB126 Marketing Management Option Unit Year 1 Semester 2 Management Option Unit List: BSB110 Accounting Managing Technological Innovation in Global Management, People and Organisations MGB216 BSB115 Business Year 2 Semester 1 MGB218 Venture Skills **BSB114** Government, Business and Society MGB223 Creating New Enterprises **BSB119** International and Electronic Business MGB312 **Negotiation Skills** MGB315 Personal and Professional Development Year 2 Semester 2 MGB335 **Project Management BSB111 Business Law and Ethics** Management students must choose three from **BSB113 Economics** the above list (one must be a Level 3 unit). Year 3 Semester 1 **Accountancy Major** AMB201 Marketing and Audience Research Year 1 Semester 1 AMB260 Public Relations Theory and Practice **BSB110** Accounting Year 3 Semester 2 **BSB115** Management, People and Organisations AMB261 Media Relations and Publicity Year 1 Semester 2 **AMB262 Public Relations Writing** BSB122 Quantitative Analysis and Finance Year 4 Semester 1 **BSB114** Government, Business and Society **AMB360** Corporate Communication Management Year 2 Semester 1 AMB370 **Public Relations Cases BSB111 Business Law and Ethics** Year 4 Semester 2 **BSB113 Economics AMB361 Public Relations Campaigns** Year 2 Semester 2 AMB371 Corporate Communication Strategies **AYB121** Financial Accounting **Advertising Major** AYB223 Law of Business Associations Year 1 Semester 1 Year 3 Semester 1 **BSB122** Quantitative Analysis and Finance AYB225 Management Accounting **BSB126** Marketing AYB220 Company Accounting Year 1 Semester 2 Year 3 Semester 2 **BSB110** Accounting AYB221 Computerised Accounting Systems BSB115 Management, People and Organisations AYB325 **Taxation Law** Year 2 Semester 1 Year 4 Semester 1 **BSB114** Government, Business and Society AYB301 Auditing **BSB119** International and Electronic Business **AYB311** Financial Accounting Issues

Year 2 Semester 2		HRM Option Unit List:		
BSB111	Business Law and Ethics	MGB201	The Legal Context of Employment Relations	
BSB113	Economics	MGB209	Occupational Health and Safety Management	
V 00		MGB224	Australian Industrial Relations	
Year 3 Sen		MGB304	Human Resource Information Management	
AMB200 AMB220	Consumer Behaviour Advertising Theory and Practice	MGB305	Human Resource Management Strategy and Policy	
Year 3 Sen	nester 2	MGB314	Organisational Consulting and Change	
AMB221	Advertising Copywriting	MGB315	Personal and Professional Development	
AMB222	Media Planning	MGB325	Advanced Practice in Training and Development	
Year 4 Sen	nester 1		HRM students must choose two from the above list (one must be a Level 3 unit).	
AMB320	Advertising Management		,	
AMB330	Advertising Strategy and Planning	Internation	nal Business Major	
Year 4 Sen	nester 2	Year 1 Ser	mester 1	
AMB321	Advertising Campaigns	BSB119	International and Electronic Business	
AMB202	Integrated Marketing Communication	BSB126	Marketing	
Human Resource Management Major Year 1 Semester 2				
Year 1 Sen	nector 1	BSB110	Accounting	
		BSB115	Management, People and Organisations	
BSB113	Economics  Management Resplayed Organizations	Year 2 Ser	mester 1	
BSB115	Management, People and Organisations	BSB114	Government, Business and Society	
Year 1 Sen	nester 2	BSB122	Quantitative Analysis and Finance	
BSB114	Government, Business and Society	DODTZZ	Quantitative / tharyons and / marioe	
BSB126	Marketing	Year 2 Semester 2		
Year 2 Semester 1		BSB111	Business Law and Ethics	
BSB110	Accounting	BSB113	Economics	
BSB111	Business Law and Ethics	Year 3 Semester 1		
	Dubinoso Law and Lance	IBB202	Fundamentals of International Finance	
Year 2 Sen	nester 2	IBB217	Asian Business Development	
BSB122	Quantitative Analysis and Finance		or	
BSB119	International and Electronic Business	IBB208	European Business Development	
Year 3 Sen		Year 3 Ser	mester 2	
MGB207	Human Resource Issues and Strategy	IBB210	Export Management	
MGB220	Management Research Methods	IBB317	Contemporary Business in Asia	
Year 3 Sen	nester 2		or	
MGB211	Organisational Behaviour	IBB308	Contemporary Business in Europe	
	HRM Option Unit			
	<u> </u>	Year 4 Ser		
Year 4 Sen	nester 1	IBB213	International Marketing	
MGB221	Performance and Reward	IBB205	Cross-Cultural Communication and Negotiation	
	HRM Option Unit	Year 4 Semester 2		
Year 4 Sen	nester 2	IBB300	International Business Strategy	
MGB320	Recruitment and Selection	IBB303	International Logistics	
MGB331	Training and Development	_	-	
	· ··· · · · · · · · · · · · · · · · ·	Potential C	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 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.

#### **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

#### **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 BSB111 **Business Law and Ethics** HMB272 **Biomechanics BSB113 Economics** Year 2 Semester 1 Year 2 Semester 2 **Business Faculty Core Unit AYB121** Financial Accounting **Business Faculty Core Unit AYB223** Law of Business Associations HMB271 Foundations of Motor Control, Learning and Year 3 Semester 1 Development AYB225 Management Accounting HMB274 **Functional Anatomy** AYB220 Company Accounting PYB012 Psychology Year 3 Semester 2 Year 2 Semester 2 AYB221 Computerised Accounting Systems **Business Faculty Core Unit** AYB325 **Taxation Law Business Faculty Core Unit** HMB273 Exercise Physiology 1 Year 4 Semester 1 HMB275 **Exercise and Sport Psychology AYB301** Auditing HMB276 Research in Human Movement AYB311 Financial Accounting Issues Year 3 Semester 1 AYB321 Strategic Management Accounting **Business Faculty Major Unit Business Faculty Major Unit** Year 4 Semester 2 **Disorders of Human Movement HMB379 EFB101** Data Analysis for Business Socio-Cultural Foundations of Physical Activity HMB313 EFB210 Finance 1 Year 3 Semester 2 **Electronic Business Major Business Faculty Major Unit** Year 1 Semester 1 **Business Faculty Major Unit BSB115** Management, People and Organisations HMB282 Resistance Training **BSB119** International and Electronic Business HMB172 **Nutrition and Physical Activity** Year 4 Semester 1 Year 1 Semester 2 **BSB114** Government, Business and Society **Business Faculty Major Unit BSB126** Marketing **Business Faculty Major Unit** HMB382 Principles of Exercise Prescription Year 2 Semester 1 **HMS Elective Unit BSB110** Accounting BSB111 **Business Law and Ethics** Year 4 Semester 2 **Business Faculty Major Unit** Year 2 Semester 2 **Business Faculty Major Unit** BSB113 **Economics** HMB470 Practicum 1 BSB122 Quantitative Analysis and Finance **HMS Elective Unit** Year 3 Semester 1 **Accountancy Major BSB212 Electronic Business Applications** ITB233 **Enterprise Systems Applications** Year 1 Semester 1 BSB110 Accounting Year 3 Semester 2 BSB115 Management, People and Organisations BSB213 Governance Issues in E-Business ITB823 Web Sites For Electronic Commerce Year 1 Semester 2 BSB122 Quantitative Analysis and Finance Year 4 Semester 1 BSB114 Government, Business and Society

Year 2 Semester 1

MGB334

AYB221

Managing in a Changing Environment

Computerised Accounting Systems

**BUSINESS** BSB119 International and Electronic Business Year 4 Semester 2 Year 3 Semester 1 ITB239 **Enterprise Data Mining BSB314** E-Business Intelligence **EFB101** Data Analysis for Business EFB210 Finance 1 **Advertising Major** Year 3 Semester 2 Year 1 Semester 1 EFB102 **Economics 2** BSB122 Quantitative Analysis and Finance **EFB307** Finance 2 BSB126 Marketing Year 4 Semester 1 Year 1 Semester 2 **EFB200** Applied Regression Analysis BSB110 Accounting **EFB318** Portfolio and Security Analysis BSB115 Management, People and Organisations Year 4 Semester 2 Year 2 Semester 1 EFB312 International Finance BSB114 Government, Business and Society EFB201 **Financial Markets** BSB119 International and Electronic Business **Marketing Major** Year 2 Semester 2 BSB111 **Business Law and Ethics** Year 1 Semester 1 BSB113 **Economics BSB122** Quantitative Analysis and Finance **BSB126** Marketing Year 3 Semester 1 AMB200 Consumer Behaviour Year 1 Semester 2 AMB220 Advertising Theory and Practice BSB110 Accounting **BSB115** Management, People and Organisations Year 3 Semester 2 AMB221 Year 2 Semester 1 Advertising Copywriting AMB222 Media Planning **BSB114** Government, Business and Society **BSB119** International and Electronic Business Year 4 Semester 1 Year 2 Semester 2 AMB320 **Advertising Management** AMB330 Advertising Strategy and Planning BSB111 **Business Law and Ethics BSB113 Economics** Year 4 Semester 2 AMB321 Advertising Campaigns Year 3 Semester 1 AMB202 **Integrated Marketing Communication AMB200** Consumer Behaviour Marketing Planning and Management AMB240 **Banking and Finance Major** Year 3 Semester 2 Year 1 Semester 1 AMB201 Marketing and Audience Research BSB113 **Economics** AMB241 E-Marketing Strategies BSB115 Management, People and Organisations Year 4 Semester 1 Year 1 Semester 2 AMB340 Services Marketing BSB114 Government, Business and Society AMB202 **Integrated Marketing Communication** BSB126 Marketing Year 4 Semester 2 Year 2 Semester 1 AMB341 Strategic Marketing BSB110 Accounting AMB352 Marketing Decision Making

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**IBB213** 

**Economics Major** 

International Marketing

BSB111

BSB122

Year 2 Semester 2

**Business Law and Ethics** 

Quantitative Analysis and Finance

		MGB220	Management Research Methods
Year 1 Semester 1		Year 3 Se	moster 2
BSB113	Economics	MGB211	
BSB115	Management, People and Organisations	MGBZTT	Organisational Behaviour HRM Option Unit
Year 1 Semester 2		Year 4 Se	mester 1
BSB114	Government, Business and Society	MGB221	Performance and Reward
BSB126	Marketing	WIODZZI	HRM Option Unit
Year 2 Sei		Year 4 Se	mester 2
BSB110	Accounting	MGB320	Recruitment and Selection
EFB102	Economics 2	MGB331	Training and Development
Year 2 Sei		HRM Option	on Unit List:
BSB122	Quantitative Analysis and Finance	MGB201	The Legal Context of Employment Relations
BSB119	International and Electronic Business	MGB209	Occupational Health and Safety Management
Year 3 Sei	mester 1	MGB224	Australian Industrial Relations
EFB211	Firms, Markets and Resources	MGB304	Human Resource Information Management
EFB202	Business Cycles and Economic Growth	MGB305	Human Resource Management Strategy and Policy
Year 3 Sei	mester 2	MGB314	Organisational Consulting and Change
EFB101	Data Analysis for Business	MGB315	Personal and Professional Development
EFB328	Public Economics and Finance	MGB325	Advanced Practice in Training and Development
Year 4 Sei			HRM students must choose two from the
BSB111	Business Law and Ethics		above list (one must be a Level 3 unit).
EFB200 Applied Regression Analysis Management Major			
Year 4 Sei		Year 1 Se	mester 1
EFB329	Contemporary Applications of Economics Theory	BSB113	Economics
EFB314	International Trade and Economic Competitiveness	BSB115	Management, People and Organisations
Year 1 Semester 2		mester 2	
numan Ke	source Management Major	BSB114	Government, Business and Society
Year 1 Sei	mester 1	BSB126	Marketing
BSB113	Economics	Year 2 Se	mester 1
BSB115	Management, People and Organisations	BSB110	Accounting
Year 1 Sei	mester 2	BSB111	Business Law and Ethics
BSB114	Government, Business and Society	Year 2 Se	mester 2
BSB126	Marketing	BSB122	Quantitative Analysis and Finance
Year 2 Sei	mester 1	BSB119	International and Electronic Business
BSB110	Accounting	Year 3 Se	mastar 1
BSB111	Business Law and Ethics	MGB220	Management Research Methods
Year 2 Ser	mester 2	MGB222	Managing Organisations
BSB122	Quantitative Analysis and Finance	Year 3 Se	mester 2
BSB119	International and Electronic Business	MGB210	Production and Service Management
Year 3 Sei	mester 1	MGB211	Organisational Behaviour
MGB207	Human Resource Issues and Strategy		
55201	a		

Year 4 Semester 2

IBB300

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

**European Business Development** 

Contemporary Business in Asia

Contemporary Business in Europe

Cross-Cultural Communication and Negotiation

**Export Management** 

International Marketing

**IBB208** 

**IBB210** 

**IBB317** 

**IBB308** 

**IBB213** 

**IBB205** 

Year 3 Semester 2

Year 4 Semester 1

**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 Practicing 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,

International Business Strategy

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

IED100

IFF 100	Commercialisation (Core Unit)
IFP103	Public Policy and Research
IFP101	Leadership and Workplace Communication
IFP102	Project Management and Research
IFP104	Entrepreneurial Foundations

Knowledge Transfer and Research

#### **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, eq. 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/entryr eqs/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 Practicing 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**

Semester One

New text

#### QC02 - Foundation Program

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.	

#### **Potential Careers:**

demand.

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 Practicing 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,

Note: In some semesters some elective units

may not be offered if there is insufficient

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 Practicing 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, Manufacturer, Manager, 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/entryr eqs/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 of 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, Business Analyst, Cell Biologist, Certified Practicing 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

#### **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.

#### **Progresssion**

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

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

**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

#### **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

excursions (which may incur some additional, minimal cost)

**Electives Activities Program** 

Computer-based language learning

Independent learning skills

#### **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: lan Davies (ip.davies@qut.edu.au)

Campus: Kelvin Grove

#### **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,

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

#### **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