

# FACULTY OF BUSINESS

BUSINESS

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# FACULTY OF BUSINESS

## Course Structures

### ■ Master of Business (Accountancy), Master of Business (Communication), Master of Business (Management) (BS80)

**Location:** Gardens Point campus

**Course Duration:** 2 years full-time, 4 years part-time

**Total Credit Points:** 192

**Standard Credit Points/Full-Time Semester:** 48

#### Entry Requirements

Applicants for admission to candidature for a degree of master:

- (i) (a) shall hold a Bachelor of Business at QUT and shall have achieved a level of attainment in an appropriate discipline or disciplines considered by the Academic Board of the Faculty of Business to be acceptable for the purpose of proceeding to a degree of master; or
- (ii) (b) shall hold, from another tertiary institution or from QUT, qualifications approved by the Graduate Studies and Research Committee, on the recommendation of the Head of School responsible for the specialisation which the applicant seeks to study, as equivalent to the requirements set out in (i) (a) above\*; and
- (iii) shall normally have had at least two years of appropriate work experience.

#### PROVISIONAL ENTRY

In exceptional cases, applicants may be registered provisionally in the course if they submit other evidence of academic and professional attainments, and candidature is recommended by the appropriate Head of School and approved by the Graduate Studies and Research Committee.

A provisional registrant may be required to undertake a qualifying program and/or such other work as the Graduate Studies and Research Committee may determine before admission to candidature is confirmed. Provisional registration in the course may apply for a maximum period of 12 months.

**Note:** Subject to the approval of the external institution concerned and the relevant QUT Faculty of Business Course Coordinator, students may choose to undertake some electives from the various masters degrees offered in the Business area at The University of Queensland or Griffith University.

\* In the case of the Master of Business (Communication) only, an applicant who does not hold an undergraduate degree may be accepted on the basis of considerable professional experience, subject to the approval of the Graduate Studies and Research Committee.

## □ Master of Business (Accountancy)

**Course Coordinator:** Mr John Polichronis

### Course Requirements

Students are required to complete satisfactorily 14 subjects and a dissertation. The dissertation BSN100 is equivalent to two subjects.

In selecting subjects, students may choose from three areas of specialisation - Public Accounting, Managerial Accounting and Finance, and Commercial Law (see List 1, 2 and 3 respectively). The 14 subjects must include:

- (i) AYN102 Accounting Research;
- (ii) a minimum of six Group A subjects from Lists 1, 2 and 3; (Refer to Schedule of Postgraduate Subjects below)
- (iii) within the 14 subjects, a major sequence of five subjects from one of Lists 1, 2 or 3;
- (iv) Electives - the remaining subjects required for the degree may be chosen from Lists 1, 2 and 3 with a maximum of two general electives which may be drawn from any postgraduate subjects offered within the University or elsewhere, subject to the approval of the Course Coordinator.

Students must complete AYN102 Accounting Research as a prerequisite to enrolment in BSN100 Dissertation. The dissertation should reflect the application of theoretical analysis or problem solving in Public Accounting, Managerial Accounting/Finance, or Commercial Law. Details concerning the dissertation requirements may be obtained from the Faculty of Business Postgraduate Student Office. Students are advised to seek a topic and to approach a supervisor early in their program. Each student is required to present a seminar on the proposed dissertation topic in the semester prior to enrolment in BSN100. Details are available from the Course Coordinator.

### Program

Approximate formal hours in all subjects of coursework will be three hours per week (12 credit points). The dissertation will be regarded as the equivalent of six formal course hours per week (24 credit points). A Professional Year Higher Degree Program may be incorporated within this major. Students follow a structured course of study involving six specified subjects as outlined in the Graduate Diploma of Advanced Accounting program.

Students should consult the Faculty of Business Postgraduate Student Office for details on subjects being offered in the current year. All programs of study must be approved by the Course Coordinator.

### SCHEDULE OF POSTGRADUATE SUBJECTS

AYN102 Accounting Research  
BSN100 Dissertation

#### List 1

##### ACCOUNTING

##### Group A

AYN106 Auditing Honours  
AYN111 External Reporting Issues  
AYN115 Financial Accounting Honours  
AYN119 International Accounting  
AYN302 Special Topic - Public Accounting

##### Group B

AYN300 Accounting 1 (PY)  
AYN103 Advanced Company Accounting  
AYN104 Audit Sampling  
AYN301 Auditing (PY)  
AYN107 Auditing Standards & Practice  
AYN109 Computer Auditing  
AYN117 Financial Reporting  
AYN118 Internal Auditing

## List 2

### MANAGERIAL ACCOUNTING/FINANCE

#### Group A

FNN101	Finance Honours
FNN104	Financial Risk Management
FNN105	International Finance
FNN106	Managerial Accounting Honours
FNN110	Managerial Accounting Issues A

#### Group B

FNN100	Advanced Capital Budgeting
FNN103	Financial Modelling
FNN111	Managerial Accounting Issues B
FNN112	Special Topic – Managerial Accounting/Finance
FNN300	Accounting 2 (PY)
FNN301	Management Accounting (PY)

## List 3

### ACCOUNTING LEGAL STUDIES

#### Group A

ALN104	Commercial Law Honours
ALN106	International Taxation
ALN107	Liquidations & Receiverships
ALN110	Taxation Policy Honours

#### Group B

ALN101	Tax Planning
ALN102	Advanced Taxation
ALN105	Indirect Taxation
ALN109	Special Topic– Commercial Law
ALN300	Insolvency & Reconstruction (PY)
ALN301	Taxation 1 (PY)
ALN302	Taxation 2 (PY)

## List 4

EPN101	Government Business Relations
HRN108	People in Organisations
HRN112	Business Policy
MKN106	Marketing Methods & Practice

A number of postgraduate subjects are equivalent in content to Professional Year (PY) subjects offered in the program. Professional Year subjects can be taken only by students enrolled for the Professional Year with the Institute of Chartered Accountants in Australia. Students not undertaking the PY may enrol in the equivalent postgraduate subjects, but should note that abnormal timetables apply. Credit cannot be gained for both a PY subject and its equivalent subjects.

For further information regarding postgraduate courses students are advised to request a copy of the *1992 Guide to Postgraduate Studies in Accountancy*.

## Master of Business (Communication)

**Course Coordinator:** Associate Professor Philip Neilsen

### Course Requirements

The Master of Business (Communication) requires completion of one year of full-time or two years of part-time study. The degree involves four coursework subjects and a thesis of approximately 30,000 words.

There are at present two majors offered - Media Studies or Communication Management. Each major comprises three subjects plus Advanced Communication Seminar, as outlined below.

### Entry Requirements

There are two main ways to gain entry to the Masters program:

- (i) If applicants have an appropriate Honours degree they may go direct into the Masters program (1 year full-time or 2 years part-time).

- (ii) If applicants do not have an appropriate Honours degree, they can first enrol in preliminary subjects which are equivalent to the Honours program (two years full-time or four years part-time).

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>MEDIA STUDIES MAJOR</b>			
<b>Year 1, Semester 1</b>			
BSP101	Advanced Communication Seminar	12	3
MJN100	Communication & Society	12	3
MJN101	Communication & Culture	12	3
MJN103	Australian Communication Contexts	12	3

**Year 1, Semester 2**

BSN116	Thesis	48	
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**Part-Time Course Structure**

**Year 1, Semester 1**

MJN100	Communication & Society	12	3
MJN101	Communication & Culture	12	3

**Year 1, Semester 2**

BSP101	Advanced Communication Seminar	12	3
MJN103	Australian Communication Contexts	12	3

**Year 2, Semester 1**

BSN116	Thesis	24	
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**Year 2, Semester 2**

BSN116	Thesis	24	
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<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>COMMUNICATION MANAGEMENT MAJOR</b>			
<b>Year 1, Semester 1</b>			
BSP101	Advanced Communication Seminar	12	3
CON101	Communication Strategies	12	3
CON102	Advanced Organisational Communication	12	3
CON103	Advanced Communication Management	12	3

**Year 1, Semester 2**

BSN116	Thesis	48	
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<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
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**Year 1, Semester 1**

CON101	Communication Strategies	12	3
CON102	Advanced Organisational Communication	12	3

**Year 1, Semester 2**

BSP101	Advanced Communication Seminar	12	3
CON103	Advanced Communication Management	12	3

**Year 2, Semester 1**

BSN116	Thesis	24	
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## Year 2, Semester 2

BSN116 Thesis

24

**Note:** In both the Honours and Masters program, for each 12 credit points subjects, students will be required to produce a minimum of 5000 words, or its equivalent, in assignments. Similarly, the Honours dissertation will be 10,000 words minimum length.

## □ Master of Business (Management)

**Course Coordinator:** Mr Barry Smith

**Note:** Course details and subjects may be modified in order to articulate with the Management Honours course to be introduced in 1992.

### Course Requirements

Students must complete 15 subjects to a total of 192 credit points, comprised of five core coursework subjects, four project subjects, four major subjects and two elective or special topic subjects.

### Full-Time Course Structure

**Credit  
Points**

**Contact  
Hrs/Wk**

#### Year 1, Semester 1

BSN130	Current Issues in Australian Management A	12	3
BSN131	Current Issues in Australian Management B	12	3
EPN104	Policy Analysis	12	3
	Elective	12	3

#### Year 1, Semester 2

BSN132	Research Design & Data Analysis	12	3
HRN106	Management, Technology & Social Change	12	3
HRN107	Organisational Psychology	12	3
MKN107	Advanced Marketing Management	12	3

#### Year 2, Semester 1

BSN133	Case Study Program	12	4
BSN134	Initial Project in Management	12	3
BSN135	Applied Research & Design	12	3
EPN103	Organisational Economics	12	3

#### Year 2, Semester 2

BSN136	Project & Seminar A	12	3
BSN137	Project & Seminar B	24	
	Elective, or approved special topic	12	3

### Part-Time Course Structure

**Credit  
Points**

**Contact  
Hrs/Wk**

#### Year 1, Semester 1

BSN130	Current Issues in Australian Management A	12	3
BSN131	Current Issues in Australian Management B	12	3

#### Year 1, Semester 2

BSN132	Research Design & Data Analysis	12	3
HRN106	Management, Technology & Social Change	12	3

#### Year 2, Semester 1

EPN104	Policy Analysis	12	3
	Elective	12	3

**Year 2, Semester 2**

HRN107	Organisational Economics	12	3
MKN107	Advanced Marketing Management	12	3

**Year 3, Semester 1**

BSN133	Case Study Program	12	3
EPN103	Organisational Economics	12	3

**Year 3, Semester 2**

BSN134	Initial Project in Management	12	3
	Elective, or approved special topic	12	3

**Year 4, Semester 1**

BSN135	Applied Research & Design	12	3
BSN136	Project & Seminar A	12	3

**Year 4, Semester 2**

BSN137	Project & Seminar B	24	
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**Note:**

- (i) Students are required to write an original project on an area of interest in the management field. During the first year of the full-time program, or second year of the part-time program, the student should finalise the choice of area. The Management Graduate Studies Board will nominate a supervisor for the research. The culmination of the project, BSN137 Project & Seminars B, is the equivalent of two three-hour-per-week subjects and is undertaken in the final semester of the course.
- (ii) In special circumstances and only with the prior agreement of the Course Coordinator and the Management Graduate Studies Board, one of the major subjects may be substituted by an Honours or Masters level subject offered elsewhere in QUT or at another tertiary institution.
- (iii) Students may take two electives or an elective and a special topic. The electives may be chosen from subjects offered in other postgraduate programs at QUT or at another tertiary institution.

The special topic elective may be offered by the School of Management from time to time to take advantage of special expertise which may be available for a short period from a visiting lecturer, or to trial a new subject before modifying the normal program.

## ■ Master of Business (Industrial Relations), Master of Business (Marketing Science) (BS82)

**Location:** Kedron Park campus

**Course Duration:** 2 years full-time, 4 years part-time

**Total Credit Points:** 192

**Standard Credit Points/Full-Time Semester:** 48

**Entry Requirements**

To be eligible for admission, an applicant must:

- (i) hold an approved degree complete with a high level of achievement; and
- (ii) have had substantial work experience involving analytical and research skills.



Marketing science: degree studies preferably in the statistics and economics disciplines.

### Special Course Requirements

The course requires completion of 192 credit points, comprising coursework (48 credit points) and a thesis (144 credit points) of approximately 60,000 words.

Subject to the approval of the Course Coordinator and the other institutions concerned, students may be permitted to take some subjects chosen from that institution's master-level programs.

## □ Master of Business (Industrial Relations)

Coordinator: Dr Don Lambert

Course Structure	Credit Points	Contact Hrs/Wk	
<b>Coursework subjects</b>			
HRN100	Advanced Industrial Law*	12	3
HRN101	Advanced Theory & Comparativism	12	3
HRN102	Industrial Relations Methodology	12	3
HRN103	Industrial Relations Planning	12	3
<b>Thesis</b>			
HRN110	Thesis	144	

## □ Master of Business (Marketing Science)

Coordinator: Mr Bill Collyer

### Professional Recognition

Membership of the Australian Marketing Institute and Economic Society of Australia.

Course Structure	Credit Points	Contact Hrs/Wk	
<b>Coursework subjects</b>			
MKN100	Advanced Quantitative Research Methods	12	3
MKN101	Business Forecasting Techniques	12	3
MKN102	Business Logistics	12	3
MKN103	Advanced Marketing Simulation	12	3
<b>Thesis</b>			
MKN104	Thesis	144	

## ■ Master of Business Administration (BS81)

Location: Gardens Point campus

Course Duration: 2 years full-time, 4 years part-time

Total Credit Points: 192

Standard Credit Points/Full-Time Semester: 48

\* This subject may be substituted - no decision made at time of print.

The Master of Business Administration is a postgraduate degree in business administration, designed for non-business graduates.

The Master of Business Administration program includes two majors - Management and Accounting.

### Entry Requirements

A candidate for entry into the Master of Business Administration (MBA) program should normally possess:

- (i) an undergraduate degree qualification from a recognised Australian or overseas institution;
- (ii) at least two years of appropriate full-time work experience; and
- (iii) an appropriate standard of tertiary-level achievement in quantitative methods/statistics. A candidate who has not successfully completed at least one such approved degree-level subject will be required to complete MNN307 Statistical Methods as an elective in the MBA.

**MBA Director:** Dr Alan Williams

### Coordinators:

Management Major – Mr Greg Southey

Accounting Major – Mr John Sweeting

### MANAGEMENT MAJOR

#### Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
AYN101	Accounting Principles	12	3
EPN102	Managerial Economics	12	3
HRN104	Introduction to Management	12	3
MKN106	Marketing Methods & Practices	12	3
<b>Year 1, Semester 2</b>			
ALN103	Business Law & Ethics	12	3
EPN101	Government-business Relations	12	3
HRN105	Labour-management Relations	12	3
MKN105	Decision Support Systems	12	3
<b>Year 2, Semester 1</b>			
HRN108	People in Organisations	12	3
	Elective	12	3
	Elective	12	3
	Elective	12	3
<b>Year 2, Semester 2</b>			
HRN112	Business Policy	12	3
	Elective	12	3
	Elective	12	3
	Elective	12	3
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
AYN101	Accounting Principles	12	3
HRN104	Introduction to Management	12	3

**Year 1, Semester 2**

EPN101	Government-business Relations	12	3
MKN105	Decision Support Systems	12	3

**Year 2, Semester 1**

EPN102	Managerial Economics	12	3
MKN106	Marketing Methods & Practices	12	3

**Year 2, Semester 2**

ALN103	Business Law & Ethics	12	3
HRN105	Labour-management Relations	12	3

**Year 3, Semester 1**

HRN108	People in Organisations	12	3
	Elective	12	3

**Year 3, Semester 2**

HRN112	Business Policy	12	3
	Elective	12	3

**Year 4, Semester 1**

	Elective	12	3
	Elective	12	3

**Year 4, Semester 2**

	Elective	12	3
	Elective	12	3

**ACCOUNTANCY MAJOR**

**Full-Time Course Structure**

**Credit Points      Contact Hrs/Wk**

**Year 1, Semester 1**

AYN112	Financial Accounting 1	12	3
EPN102	Managerial Economics	12	3
HRN104	Introduction to Management	12	3
MKN106	Marketing Methods & Practices	12	3

**Year 1, Semester 2**

ALN103	Business Law & Ethics	12	3
EPN101	Government-business Relations	12	3
MKN105	Decision Support Systems	12	3
	Elective	12	3

**Year 2, Semester 1**

FNN102	Managerial Finance	12	3
HRN108	People in Organisations	12	3
	Elective	12	3
	Elective	12	3

**Year 2, Semester 2**

HRN112	Business Policy	12	3
	Elective	12	3
	Elective	12	3
	Elective	12	3

<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
AYN112	Financial Accounting 1	12	3
HRN104	Introduction to Management	12	3
<b>Year 1, Semester 2</b>			
EPN101	Government-business Relations	12	3
MKN105	Decision Support Systems	12	3
<b>Year 2, Semester 1</b>			
EPN102	Managerial Economics	12	3
MKN106	Marketing Methods & Practices	12	3
<b>Year 2, Semester 2</b>			
ALN103	Business Law & Ethics	12	3
	Elective	12	3
<b>Year 3, Semester 1</b>			
FNN102	Managerial Finance	12	3
HRN108	People in Organisations	12	3
<b>Year 3, Semester 2</b>			
HRN112	Business Policy	12	3
	Elective	12	3
<b>Year 4, Semester 1</b>			
	Elective	12	3
	Elective	12	3
<b>Year 4, Semester 2</b>			
	Elective	12	3
	Elective	12	3

### **Incompatible Subjects**

**Note:** AYN101 Accounting Principles is incompatible with AYN112 Financial Accounting 1.

### **Electives**

#### **MANAGEMENT MAJOR**

Electives may be undertaken across a number of areas, provided that prerequisite requirements are met. Alternatively, a student may use the electives to pursue more specialised study in an area of particular interest. Please consult the Postgraduate Student Office, Faculty of Business for a list of electives available in 1992.

MBA candidates will be permitted to undertake electives from a limited number of advanced undergraduate subjects offered within the Faculty of Business. A small number of Master of Business subjects may also be available as MBA electives.

### **Electives**

#### **ACCOUNTING MAJOR**

Students who seek professional accounting membership must undertake six specified elective subjects, as listed below.

ALB122	Law of Business Associations
ALB132	Taxation Law
AYN113	Financial Accounting 2
AYN114	Financial Accounting 3

### Exemptions/Substitutions

- (i) Holders of postgraduate awards are eligible to apply for MBA exemptions. Such exemptions will not be awarded as a whole; rather, they are granted on a subject by subject basis, on the basis of successful previous study. MBA students who have completed a Graduate Diploma in Business Administration are eligible to apply for up to eight exemptions.
- (ii) An MBA applicant who possesses a Bachelor of Business or other approved undergraduate degree may apply for up to four exemptions and four substitutions provided that the results obtained in the similar undergraduate subjects are at least at the level of credit (or 5 on a 1-7 scale) in each case.
- (iii) All exemptions will be dealt with in terms of QUT policy, as set out in the Student Policies and Procedures section in this Handbook.
- (iv) An MBA student who has been accorded exemptions are not be permitted to graduate with a GDBA unless he/she actually completes six GDBA/MBA subjects offered by this University.

### Relationship between MBA and GDBA

Following the successful completion of eight MBA subjects (including at least five subjects from the core and strand core areas), students may elect either to discontinue enrolment and to graduate with a GDBA, or to pursue eight further subjects in order to complete the MBA. Students who choose to graduate with a GDBA will not retain a place in the MBA; they will need to compete again for admission if they wish to complete the MBA at a later date.

## □ Graduate Diploma in Business Administration

**Location:** Gardens Point campus

There is no annual intake to the GDBA and no provision for enrolment in this course. However, students who have gained a place in the MBA program may, following the successful completion of eight MBA subjects (including at least six of the 12 compulsory subjects), elect to discontinue their enrolment and to graduate with a GDBA. Students who choose to graduate with a GDBA will not retain a place in the MBA; they will need to compete again for admission to the MBA if they wish to complete the MBA at a later date. It is recommended that potential applicants consider the Graduate Diploma of Business (Administration) (BS73) at the Kedron Park campus.

## ■ Graduate Diploma in Advanced Accounting (BS70)

**Location:** Gardens Point campus

**Course Duration:** 1 year full-time, 2 years part-time

**Total Credit Points:** 96

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Associate Professor Peter Best

## Entry Requirements

A degree or a diploma from a recognised tertiary institution, with an appropriate major in Accounting, provided that in the case of a diploma, additional work may be required.

Students may be required to take one or more undergraduate subjects in order to make good any deficiency in their qualifications to enter the postgraduate course.

## Course Requirements

The student must complete eight subjects (96 credit points total). A minimum of six subjects must be selected from Lists 1, 2 and 3. Up to two postgraduate subjects may be selected from List 4. Refer to Schedule of Postgraduate Subjects within the section entitled Master of Business (Accountancy) for lists.

## Professional Year Higher Degree Program

The Professional Year Higher Degree Program (PYHDP) allows people employed with a chartered accountant in public practice to complete their Professional Year (PY) studies at QUT within the Graduate Diploma in Advanced Accounting.

The PYHDP does not run independently of the PY program as offered by the Institute of Chartered Accountants. QUT presents this program in accordance with the Institute PY syllabus, program and timetable. **Students must enrol with the Institute as well as with QUT.** Not only will they complete the same workshops and module examinations as other PY candidates, they will also be required to complete and to pass internal assessment as set by QUT.

Students enrolled in the PYHDP must complete the following course of study:

AYN117	Financial Reporting
AYN300	Accounting 1 (PY)
FNN300	Accounting 2 (PY)
ALN101	Tax Planning
ALN301	Taxation 1 (PY)
	Elective 1
	Elective 2

Plus one of:

ALN300	Insolvency & Reconstruction (PY)
ALN302	Taxation 2 (PY)
AYN301	Auditing (PY)
FNN301	Management Accounting (PY)

## ■ Graduate Diploma in Business (Administration) (BS73)

**Location:** Kedron Park campus

**Course Duration:** 1 year full-time, 2 years part-time

**Total Credit Points:** 96

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Ms Jennifer Radbourne

## Entry Requirements

To be eligible for admission, an applicant must hold an approved degree or equivalent. Mature age applicants with extensive experience at an appropriate level will be considered in exceptional circumstances.

### Full-Time Course Structure

Credit  
Points

Contract  
Hrs/Wk

#### BUSINESS ADMINISTRATION 1 MAJOR

*Focus: General Management*

##### Year 1, Semester 1

AYN101	Accounting Principles	12	3
COP100	Business Communication	12	3
COP103	Strategic Organisational Thought & Practice 1	12	3
COP116	Skills for Office Automation	12	3
	OR		
	Elective	12	3

##### Year 1, Semester 2

COP104	Strategic Organisational Thought & Practice 2	12	3
ISP855	Microcomputer Applications	12	3
MKP102	Entrepreneurship	12	3
	Elective	12	3

#### BUSINESS ADMINISTRATION 2 MAJOR

*Focus: People Management*

##### Year 1, Semester 1

AYN101	Accounting Principles	12	3
	OR		
COP116	Skills for Office Automation	12	3
COB103	Critical Perspectives on Organisation & Environment	12	3
COP100	Business Communication	12	3
COP103	Strategic Organisational Thought & Practice 1	12	3

##### Year 1, Semester 2

COP104	Strategic Organisational Thought & Practice 2	12	3
ISP855	Microcomputer Applications	12	3
	OR		
	Elective	12	3
	Elective	12	3
	Elective	12	3

#### ARTS ADMINISTRATION MAJOR

*Focus: Arts Administration and Management*

##### Year 1, Semester 1

AYN101	Accounting Principles	12	3
COP100	Business Communication	12	3
COP101	Arts Administration & Society	12	4
COP103	Strategic Organisational Thought & Practice 1	12	3

##### Year 1, Semester 2

COP102	The Arts Industry	12	4
MKP102	Entrepreneurship	12	3
	Elective	12	3
	Elective	12	3

Students may select elective subjects from:

- (i) Undergraduate and postgraduate courses in industrial relations, law, organisational studies, computing, office administration, marketing and business offered at the Kedron Park campus or

- (ii) subjects in the arts, fundraising, advertising, journalism and public relations offered at the Kelvin Grove and Gardens Point campuses of QUT.

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

For details of the part-time course structure, consult the Course Coordinator.

#### **Note:**

- (i) Students are required to take at least 50 per cent of subjects at graduate diploma level ('P' - level subjects as in COP114, HRP107, MKP103).
- (ii) Students are required to substitute for equivalent studies undertaken in another award.
- (iii) Elective choice should be made in consultation with Course Coordinator.
- (iv) Entry to the Arts Administration major requires a selection interview.
- (v) The offering of any major or subject within the course is subject to minimum enrolments being met in that major or subject.

## **■ Graduate Diploma in Communication Practice (BS72)**

**Location:** Gardens Point campus

**Course Duration:** 1 year full-time, 2 years part-time

**Total Credit Points:** 96

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Associate Professor Philip Neilsen

### **Entry Requirements**

A degree or diploma from a recognised tertiary institution, with the proviso that diploma graduates may be required to undertake additional work at the discretion of the Course Coordinator.

#### **SPECIAL ENTRY**

A limited number of places will be available to practitioners in the relevant professions who, while possessing no formal degree, can demonstrate and document significant experiential grasp of their professions. These candidates will be senior members of their profession.

Bachelor of Business (Communication) graduates, if they enrol in the Graduate Diploma course, must select a major different from their undergraduate major. These students also undertake COP106 Communication Theory 1 instead of COB138 Written Communication: Theory and Practice and MJP101 Communication Theory 2 instead of COB113 Theoretical Perspectives on Communication.

An applicant who does not meet the requirements for normal entry may present documentary evidence of qualifications, experience and other relevant information for special consideration.

### **Course Requirements**

To complete the Graduate Diploma course, students must complete two communication theory subjects, four major subjects and two electives.



The course structures below set out a recommended sequence of subjects for each major. Other subjects may be selected for a major in place of the subjects listed, provided that prerequisites are met and the selection is approved by the relevant coordinator.

Electives should be chosen in consultation with the relevant coordinator.

## ADVERTISING MAJOR

### Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
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#### Year 1, Semester 1

COB138	Written Communication: Theory & Practice	12	3
MKB116	Principles of Advertising	12	3
MKB118	Advertising Copywriting	12	3
MKB125	Media Planning	12	3

#### Year 1, Semester 2

COB113	Theoretical Perspectives on Communication	12	3
MKB128	Direct Response Advertising	12	3
	Elective	12	3
	Elective	12	3

### Part-Time Course Structure

#### Year 1, Semester 1

COB138	Written Communication: Theory & Practice	12	3
MKB116	Principles of Advertising	12	3

#### Year 1, Semester 2

COB113	Theoretical Perspectives on Communication	12	3
MKB118	Advertising Copywriting	12	3

#### Year 2, Semester 1

MKB125	Media Planning	12	3
	Elective	12	3

#### Year 2, Semester 2

MKB128	Direct Response Advertising	12	3
	Elective	12	3

## FILM AND TELEVISION PRODUCTION MAJOR

### Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
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#### Year 1, Semester 1

COB138	Written Communication: Theory & Practice	12	3
MJB126	Video Production	12	3
MJB127	Narrative Concepts	12	3
MJB129	Film & Television Scriptwriting	12	3

#### Year 1, Semester 2

COB113	Theoretical Perspectives on Communication	12	3
MJB134	Video Documentary Production	12	3
	Elective	12	3
	Elective	12	3

<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COB138	Written Communication: Theory & Practice	12	3
MJB127	Narrative Concepts	12	3
<b>Year 1, Semester 2</b>			
COB113	Theoretical Perspectives on Communication	12	3
MJB126	Video Production	12	3
<b>Year 2, Semester 1</b>			
MJB129	Film & Television Scriptwriting	12	3
	Elective	12	3
<b>Year 2, Semester 2</b>			
MJB134	Video Documentary Production	12	3
	Elective	12	3
<b>FUNDRAISING MAJOR</b>			
<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COB138	Written Communication: Theory & Practice	12	3
MKB140	Principles of Marketing	12	3
MKP100	Fundraising Principles	12	3
	Elective	12	3
<b>Year 1, Semester 2</b>			
COB113	Theoretical Perspectives on Communication	12	3
MKB128	Direct Response Advertising	12	3
MKP101	Fundraising Campaigns	12	3
	Elective	12	3
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COB138	Written Communication: Theory & Practice	12	3
MKP100	Fundraising Principles	12	3
<b>Year 1, Semester 2</b>			
COB113	Theoretical Perspectives on Communication	12	3
MKB140	Principles of Marketing	12	3
<b>Year 2, Semester 1</b>			
MKB128	Direct Response Advertising	12	3
	Elective	12	3
<b>Year 2, Semester 2</b>			
MKP101	Fundraising Campaigns	12	3
	Elective	12	3
<b>JOURNALISM MAJOR</b>			
<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COB138	Written Communication: Theory & Practice	12	3
MJP100	Journalistic Writing	12	3



MJB139	Journalistic Ethics & Issues	12	3
MJB126	Video Production	12	3
	OR		
	Elective	12	3

**Year 1, Semester 2**

COB113	Theoretical Perspectives on Communication	12	3
MJB124	Feature Writing	12	3
MJB122	Sub-editing & Layout	12	3
	OR		
MJB132	Radio & Television Journalism 1	12	3
	Elective	12	3

**Part-Time Course Structure**

**Credit Points      Contact Hrs/Wk**

**Year 1, Semester 1**

COB138	Written Communication: Theory & Practice	12	3
MJP100	Journalistic Writing	12	3

**Year 1, Semester 2**

MJB124	Feature Writing	12	3
MJB126	Video Production	12	3
	OR		
	Elective	12	3

**Year 2, Semester 1**

COB113	Theoretical Perspectives on Communication	12	3
MJB139	Journalistic Ethics & Issues	12	3

**Year 2, Semester 2**

MJB122	Sub-editing & Layout	12	3
	OR		
MJB132	Radio & Television Journalism 1	12	3
	Elective	12	3

**ORGANISATIONAL COMMUNICATION MAJOR**

**Full-Time Course Structure**

**Credit Points      Contact Hrs/Wk**

**Year 1, Semester 1**

COB106	Group Communication: Theory & Practice	12	3
COB134	Speech Communication: Theory & Practice	12	3
COB138	Written Communication: Theory & Practice	12	3
	Elective	12	3

**Year 1, Semester 2**

COB112	Organisational Communication	12	3
COB113	Theoretical Perspectives on Communication	12	3
COB146	Advanced Professional Writing	12	3
	Elective	12	3

**Part-Time Course Structure**

**Credit Points      Contact Hrs/Wk**

**Year 1, Semester 1**

COB134	Speech Communication: Theory & Practice	12	3
COB138	Written Communication: Theory & Practice	12	3

**Year 1, Semester 2**

COB106	Group Communication: Theory & Practice	12	3
COB113	Theoretical Perspectives on Communication	12	3

**Year 2, Semester 1**

Elective		12	3
Elective		12	3

**Year 2, Semester 2**

COB112	Organisational Communication	12	3
COB146	Advanced Professional Writing	12	3

**PUBLIC RELATIONS MAJOR****Full-Time Course Structure**

**Credit Points**      **Contact Hrs/Wk**

**Year 1, Semester 1**

COB138	Written Communication: Theory & Practice	12	3
MKB124	Public Relations Principles	12	3
MKB129	Publicity & Promotion - Print	12	3
Elective		12	3

**Year 1, Semester 2**

COB113	Theoretical Perspectives on Communication	12	3
MKB123	Publication Management	12	3
MKB132	Government & Financial Relations	12	3
Elective		12	3

**Part-Time Course Structure**

**Credit Points**      **Contact Hrs/Wk**

**Year 1, Semester 1**

COB113	Written Communication: Theory & Practice	12	3
MKB124	Public Relations Principles	12	3

**Year 1, Semester 2**

MKB129	Publicity & Promotion - Print	12	3
COB113	Theoretical Perspectives on Communication	12	3

**Year 2, Semester 1**

MKB123	Publication Management	12	3
Elective		12	3

**Year 2, Semester 2**

MKB132	Government & Financial Relations	12	3
Elective		12	3

**Note:** Except in exceptional circumstances and with the approval of the Dean of Faculty, a part-time student may not enrol for more than two subjects in any one semester.

Prerequisites for all subjects with MKB, COB, MJB codes may be waived for students in the Graduate Diploma in Communication Practice at the discretion of the Head of School or his/her nominee.

# ■ Graduate Diploma in Business (Industrial Relations) (BS74)

**Location:** Kedron Park campus

**Course duration:** 1 year full-time, 2 years part-time

**Total Credit Points:** 96

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Mr Richard Sappey

## Entry Requirements

To be eligible for admission, an applicant must meet one of the following criteria:

- (i) hold an approved degree or equivalent from a recognised tertiary institution;
- (ii) there exists provision for special entry for people without a degree but with appropriate industrial relations experience.

## Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
ALP101	Employment Law	12	3
HRP100	Comparative Industrial Relations	12	3
HRP104	Industrial Relations Practices	12	3
HRP107	Industrial Relations Theory	12	3

## Year 1, Semester 2

ALP102	Industrial Law	12	3
HRP103	Industrial Relations Policies	12	3
HRP105	Industrial Relations Processes	12	3
HRP106	Industrial Relations Structures	12	3

## Part-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
HRP104	Industrial Relations Practice	12	3
HRP107	Industrial Relations Theory	12	3

## Year 1, Semester 2

HRP103	Industrial Relations Policies	12	3
HRP105	Industrial Relations Processes	12	3

## Year 2, Semester 1

ALP101	Employment Law	12	3
HRP100	Comparative Industrial Relations	12	3

## Year 2, Semester 2

ALP102	Industrial Law	12	3
HRP106	Industrial Relations Structures	12	3

## ■ Graduate Diploma in Social Science (Human Services Management) (BS76)

**Location:** Carseldine campus

**Course Duration:** 2 years part-time

**Total Credit Points:** 96

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Mr Keith Tully

### Entry Requirements

To be eligible for admission, an applicant must hold the following:

- (i) an approved degree or diploma; and
- (ii) not less than three years' experience in human service organisations, preferably in a management position; and
- (iii) personal suitability

Course Structure		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
COP109	Personal & Interpersonal Skills	12	3
SSP800	Service Policies & Principles	12	3
<b>Year 1, Semester 2</b>			
COP118	Management Practices 1	12	4
SSP801	Program Planning & Evaluation	12	3
<b>Year 2, Semester 1</b>			
COP119	Management Practices 2	12	4
Elective	Select one from the following:		
AYN101	Accounting Principles	12	3
COP111	Independent Study 1	12	3
ISP855	Microcomputer Applications	12	3
SSP802	Management in the Community Sector	12	3
<b>Year 2, Semester 2</b>			
COP110	Innovation & Change	12	3
Elective	Select one from the following:		
COP112	Independent Study 2	12	1
COP121	Media Management	12	3
COP120	Office Automation & Administration	12	3

## ■ Bachelor of Business (Honours) (Accountancy) (BS60)

**Location:** Gardens Point campus

**Course Duration:** 1 year full-time, 2 years part-time

**Total Credit Points:** 96

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Professor Scott Holmes

### Entry Requirements

To be eligible for admission, an applicant must hold the following:

A QUT Bachelor of Business (Accountancy) degree or equivalent and usually should have attained a grade point average (GPA) of least 5 over that degree, including grades of at least credit in all subjects directly relevant to the proposed Honours program. Application for admission should normally be made at the end of the final year of the pass degree, or within 18 months of completing that degree.

Applicants who do not satisfy the above conditions but who have demonstrated outstanding performance in only the final year of a degree, for whose application is based on other factors including work experience or involvement in research, may be admitted at the discretion of the Course Coordinator.

Course Requirements		Credit Points	Contact Hrs/Wk
<b>Core Subjects</b>			
AYN102	Accounting Research	12	3
AYN115	Financial Accounting Honours	12	3
BSN100	Dissertation	24	
FNN101	Finance Honours	12	3
FNN106	Managerial Accounting Honours	12	3
<b>Elective Subjects</b>			
Select two:			
ALN104	Commercial Law Honours	12	3
ALN110	Taxation Policy Honours	12	3
AYN106	Auditing Honours	12	3
	or any subject from the Master of Business (Accountancy) program		

## ■ Bachelor of Business (Honours) (Communication) (BS61)

**Location:** Gardens Point campus

**Course Duration:** 1 year full-time, 2 years part-time

**Total Credit Points:** 96

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Dr Stuart Cunningham

### Entry Requirements

Applicants must have completed a Bachelor of Business degree from QUT or a relevant degree from another university, and must have achieved a level of attainment considered by the Board of Studies to be acceptable for the purposes of proceeding to an Honours degree.

Further information may be obtained by contacting the Faculty of Business Student Affairs office.

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
BSP102	Communication Seminar (in either Communication Management or Media Studies)	12	3
BSP103	Communication Research Methodologies	12	3
COP106	Communication Theory 1	12	3
MJP101	Communication Theory 2	12	3
<b>Year 1, Semester 2</b>			
BSP100	Dissertation	24	
COP108	Communication Technologies & Society	12	3
MJP102	Communication Policy Environment	12	3
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COP106	Communication Theory 1	12	3
MJP101	Communication Theory 2	12	3
<b>Year 1, Semester 2</b>			
COP108	Communication Technologies & Society	12	3
MJP102	Communication Policy Environment	12	3
<b>Year 2, Semester 1</b>			
BSP102	Communication Seminar	12	3
BSP103	Communication Research Methodologies	12	3
<b>Year 2, Semester 2</b>			
BSP100	Dissertation	24	

## ■ Bachelor of Business (Honours) (Management) (BS62)

**Location:** Gardens Point campus

**Course Duration:** 1 year full-time, 2 years part-time

**Total Credit Points:** 96

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Mr Barry Smith

### **Entry Requirements**

Applicants must have completed a Bachelor of Business degree in Management (or a related discipline) from QUT or a relevant degree from another university, and must have achieved a grade point average (GPA) of 5 or better across the three years of undergraduate study.

Further information may be obtained by contacting the Faculty of Business Student Affairs office.



<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
BSB400	Research Methodology	12	3
BSB401	Management Seminar	12	3
BSB402	Advanced Readings Program	12	3
	Elective	12	3
<b>Year 1, Semester 2</b>			
HRB400	Current Issues in Management	12	3
	OR		
HRB401	Strategic Management	12	3
	Thesis	24	
	Elective	12	3
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
BSB400	Research Methodology	12	3
BSB402	Advanced Readings Program	12	3
<b>Year 1, Semester 2</b>			
HRB400	Current Issues in Management	12	3
	OR		
HRB401	Strategic Management	12	3
	Elective	12	3
<b>Year 2, Semester 1</b>			
BSB401	Management Seminar	12	3
	Elective	12	3
<b>Year 2, Semester 2</b>			
	Thesis	24	

■ **Special requirements for the Bachelor of Business degree course in the Faculty of Business**

- Except in exceptional circumstances, and with the approval of the Dean of Faculty, a full-time student may enrol only in subjects selected from those contained in the normal course program for Semesters 1 and 2 in the first year of study. Similarly, a part-time student may select subjects only from those listed for Years 1 and 2 in the first two years of study.
- Except with the approval of the Dean, a student must enrol for more than one subject in any semester.

■ **Bachelor of Business (BS50)**

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Ms Lynn Gallagher

### **Associate Coordinators:**

Accountancy, Banking and Finance and Accounting Legal Studies – Ms Chris Ryan  
Human Resource Management, Management and Industrial Relations – Mr Paul Sutcliffe  
Economics, International Business and Public Administration – Dr Mike Quayle  
Organisational Communication and Organisational Studies – Ms Ros Petelin  
Marketing, Advertising and Public Relations – Mr Terry Euler  
Journalism and Film and TV – Associate Professor Len Granato

### **Course Requirements**

Students commencing the Bachelor of Business from 1992 onwards must complete the following requirements:

- (i) 24 subjects totalling 288 credit points;
- (ii) these subjects will comprise four faculty core subjects, four subjects as required by a student's Board of Studies and eight specific subjects comprising a Primary Major and one of the following:
  - (a) Extended Major and four electives or a minor
  - (b) Secondary Major
  - (c) two minors
  - (d) one Minor and four electives
  - (e) eight electives.

Electives may be chosen from any degree course at QUT or at any other recognised University subject to the approval of the student's Course Coordinator. Synopses of the specialist elective subjects offered by the Faculty of Business can be found commencing on page 721.

### **DEFINITIONS**

Different types of Major

- (i) **Primary Major** – a group of eight specified subjects in a particular discipline area. These subjects are specified in the course outline.  
Primary means the discipline in which the student wishes to graduate.  
Every graduate in the Bachelor of Business will have a primary major.
- (ii) **Secondary Major** – a coherent group of eight specified subjects in a discipline area different to the primary major.
- (iii) **Minor** – a coherent group of four specified subjects in a discipline area.
- (iv) **Extended Major** – an additional group of four specified subjects in the same discipline area as the primary major.

## **□ Accountancy Major (ACA)**

### **ACCOUNTANCY PRIMARY MAJOR**

**Location:** School of Accountancy Gardens Point and Kedron Park campuses, Sunshine Coast Centre (1st year only)

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Ms Chris Ryan

## Professional Recognition

Students completing the Bachelor of Business (Accountancy) degree satisfy the academic requirements for membership of various professional associations and statutory bodies provided the extended major indicated below is completed.

The degree is recognised for membership purposes by the following associations and boards: Australian Society of Certified Practising Accountants (ASCPA); Institute of Chartered Accountants in Australia (ICA); Companies Auditors Board (CAB); Tax Agents Registration Board (TARB); Australian Computer Society (ACS). The degree is also recognised for undergraduate membership by the Institute of Chartered Secretaries and Administrators (ICS&A) and also the Institute of Corporate Managers, Secretaries and Administrators (ICMS&A) provided students complete Company Secretarial Practice and Finances 3 as electives.

To satisfy the academic requirements for Associate level membership of the ASCPA, graduates must have completed the Accountancy major.

To satisfy the academic requirements for CPA level membership of the ASCPA and membership of the ICA, graduates must complete the Professional Accounting Extended Major.

### ACCOUNTANCY EXTENDED MAJOR

#### Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
AYB110	Accounting	12	4
EPB150	Microeconomics	12	3
FNB102	Business Computing	12	3/4
MAB173	Quantitative Methods	12	3
<b>Year 1, Semester 2</b>			
ALB110	Business Law	12	3
AYB111	Financial Accounting	12	4
EPB110	Business Statistics	12	3
EPB140	Macroeconomics	12	3
<b>Year 2, Semester 1</b>			
ALB122	Law of Business Associations	12	3
AYB101	Computerised Accounting Systems	12	3
AYB112	Company Accounting	12	4
COB160	Professional Communication (Business)	12	3
<b>Year 2, Semester 2</b>			
AYB210	Auditing	12	4
BSB102	Management & Organisation	12	3
FNB111	Finance 1	12	4
FNB123	Managerial Accounting 1	12	4
<b>Year 3, Semester 1</b>			
ALB132	Taxation Law	12	3
FNB112	Finance 2	12	4
FNB124	Managerial Accounting 2	12	4
	Elective	12	
<b>Year 3, Semester 2</b>			
AYB113	Accounting Theory & Applications	12	4
	Elective	12	
	Elective	12	
	Elective	12	

<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
AYB110	Accounting	12	4
EPB150	Microeconomics	12	3
<b>Year 1, Semester 2</b>			
AYB111	Financial Accounting	12	4
EPB140	Macroeconomics	12	3
<b>Year 2, Semester 1</b>			
FNB102	Business Computing	12	3/4
MAB173	Quantitative Methods	12	3
<b>Year 2, Semester 2</b>			
ALB110	Business Law	12	3
EPB110	Business Statistics	12	3
<b>Year 3, Semester 1</b>			
AYB101	Computerised Accounting Systems	12	3
COB160	Professional Communication (Business)	12	3
<b>Year 3, Semester 2</b>			
BSB102	Management & Organisation	12	3
FNB111	Finance 1	12	4
<b>Year 4, Semester 1</b>			
AYB112	Company Accounting	12	4
ALB122	Law of Business Associations	12	3
<b>Year 4, Semester 2</b>			
AYB210	Auditing	12	4
FNB123	Managerial Accounting 1	12	4
<b>Year 5, Semester 1</b>			
ALB132	Taxation Law	12	3
FNB112	Finance 2	12	4
<b>Year 5, Semester 2</b>			
AYB113	Accounting Theory & Applications	12	4
	Elective	12	
<b>Year 6, Semester 1</b>			
FNB124	Managerial Accounting 2	12	4
	Elective	12	
<b>Year 6, Semester 2</b>			
	Elective	12	
	Elective	12	

### **BUSINESS LAW AND TAXATION SECONDARY MAJOR**

(For Bachelor of Business (Accountancy) students only.)

To complete the Business Law and Taxation Secondary Major, students must complete the Accountancy Extended Major and select four of the following subjects as electives:

#### **Secondary Major Options**

ALB100	Administrative Law
ALB103	Financial Institutions Law
ALB111	Commercial & Securities Law
ALB120	Company Law & Practice

ALB121	Insolvency Law & Practice
ALB130	Indirect Taxation
ALB131	Tax Planning
ALB133	Taxation of Business Entities

## ACCOUNTANCY WITH BUSINESS COMPUTING SECONDARY MAJOR

### Full-Time Course Structure

#### Year 1, Semester 1

		Credit Points	Contact Hrs/Wk
AYB110	Accounting	12	4
CSB181	Introduction to Computer Science*	12	4
EPB150	Microeconomics	12	3
MAB173	Quantitative Methods	12	3

#### Year 1, Semester 2

AYB111	Financial Accounting	12	4
EPB110	Business Statistics	12	3
EPB140	Macroeconomics	12	3
FNB102	Business Computing	12	3/4

#### Year 2, Semester 1

ALB110	Business Law	12	3
AYB101	Computerised Accounting Systems	12	3
COB160	Professional Communication (Business)	12	3
ISB283	Database & Procedural Languages*	12	4

#### Year 2, Semester 2

BSB102	Management & Organisation	12	3
FNB123	Managerial Accounting 1	12	4
ISB281	Info. Systems Analysis & Design 1*	12	4
ITB508	Data Communications*	12	4

#### Year 3, Semester 1

AYB112	Company Accounting	12	4
AYB210	Auditing	12	4
FNB124	Managerial Accounting 2	12	4
ISP381	Advanced Information Systems*	12	3
	OR		
ISP383	Office Information Systems*	12	3

#### Year 3, Semester 2

AYB113	Accounting Theory & Applications	12	4
AYB212	Computer Security & Audit	12	3
FNB111	Finance 1	12	4
	Elective+	12	

### Part-Time Course Structure

Credit Points      Contact Hrs/Wk

#### Year 1, Semester 1

AYB110	Accounting	12	4
EPB150	Microeconomics	12	3

#### Year 1, Semester 2

AYB111	Financial Accounting	12	4
EPB140	Macroeconomics	12	3

\* Subject names and content to be determined by the Faculty of Information Technology.

+ Computing Electives.

### Year 2, Semester 1

CSB181	Introduction to Computer Science*	12	4
MAB173	Quantitative Methods	12	3

### Year 2, Semester 2

EPB110	Business Statistics	12	3
FNB102	Business Computing	12	3/4

### Year 3, Semester 1

AYB101	Computerised Accounting Systems	12	3
COB160	Professional Communication (Business)	12	3

### Year 3, Semester 2

BSB102	Management & Organisation	12	3
ISB281	Information Systems Analysis & Design 1	12	4

### Year 4, Semester 1

ALB110	Business Law	12	3
AYB112	Company Accounting	12	4

### Year 4, Semester 2

FNB123	Managerial Accounting 1	12	4
ITB508	Data Communications*	12	4

### Year 5, Semester 1

AYB210	Auditing	12	4
ISB283	Database & Procedural Languages*	12	4

### Year 5, Semester 2

AYB212	Computer Security & Audit	12	3
FNB111	Finance 1	12	4

### Year 6, Semester 1

FNB124	Managerial Accounting 2	12	4
ISP381	Advanced Information Systems*	12	3
	OR		
ISP383	Office Information Systems*	12	3

### Year 6, Semester 2

AYB113	Accounting Theory & Applications	12	4
	Elective+	12	

## Advertising Major (ADV)

**Location:** School of Marketing, Advertising and Public Relations Gardens Point campus

**Course Duration:** 3 years full-time or 6 years part-time

**Total Credit Points:** 288

**Coordinator:** Mr Terry Euler

**Standard Credit Points/Full-Time Semester:** 48

\* Subject names and content to be determined by the Faculty of Information Technology.

+ Computing Electives.

## Professional Recognition

The course is accredited by the Advertising Institute of Australia. It is also endorsed by the Advertising Federation of Australia, the Australian Association of National Advertisers and the Australian Direct Marketing Association.

Graduates are eligible for Associate Membership (Dip) of the Advertising Institute of Australia.

### Full-Time Course Structure

**Credit  
Points**      **Contact  
Hrs/Wk**

#### Year 1, Semester 1

COB113	Theoretical Perspectives on Communication	12	3
FNB102	Business Computing	12	3
MKB112	Research Methods	12	3
MKB140	Principles of Marketing	12	3

#### Year 1, Semester 2

COB134	Speech Communication: Theory & Practice	12	3
COB138	Written Communication: Theory & Practice	12	3
MKB116	Principles of Advertising	12	3
MKB142	Consumer Behaviour	12	3

#### Year 2, Semester 1

MKB118	Advertising Copywriting	12	3
MKB122	Advertising Regulation & Ethics	12	3
MKB141	Marketing Management	12	3
	Elective (Video Production)	12	

#### Year 2, Semester 2

EPB124	Government	12	3
MKB125	Media Planning	12	3
	Elective (Advertising Copywriting - Electronic)		
	Elective (Retail Advertising)		

#### Year 3, Semester 1

COB106	Group Communication: Theory & Practice	12	3
EPB116	Economic Principles	12	3
MKB126	Advertising Management	12	3
	Elective	12	

#### Year 3, Semester 2

MKB128	Direct Response Advertising	12	3
MKB131	Advertising Campaigns	12	3
MKB155	Strategic Marketing	12	3
	Elective	12	

### Part-Time Course Structure

**Credit  
Points**      **Contact  
Hrs/Wk**

#### Year 1, Semester 1

FNB102	Business Computing	12	3
MKB140	Principles of Marketing	12	3

#### Year 1, Semester 2

COB113	Theoretical Perspectives on Communication	12	3
MKB112	Research Methods	12	3

#### Year 2, Semester 1

COB138	Written Communication: Theory & Practice	12	3
MKB116	Principles of Advertising	12	3

## Year 2, Semester 2

MKB118	Advertising Copywriting	12	3
MKB122	Advertising Regulation & Ethics	12	3

## Year 3, Semester 1

MKB125	Media Planning	12	3
MKB142	Consumer Behaviour	12	3

## Year 3, Semester 2

COB134	Speech Communication: Theory & Practice	12	3
	Elective	12	

## Year 4, Semester 1

MKB141	Marketing Management	12	3
	Elective	12	

## Year 4, Semester 2

EPB116	Economic Principles	12	3
MKB126	Advertising Management	12	3

## Year 5, Semester 1

MKB128	Direct Response Advertising	12	3
	Elective	12	

## Year 5, Semester 2

COB106	Group Communication: Theory & Practice	12	3
	Elective		

## Year 6, Semester 1

EPB124	Government	12	3
MKB131	Advertising Campaigns	12	3

## Year 6, Semester 2

MKB155	Strategic Marketing	12	3
	Elective	12	

## Banking and Finance Major (BKF)

### BANKING AND FINANCE PRIMARY MAJOR

**Location:** School of Finance, Gardens Point campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Ms Chris Ryan

### Professional Recognition

Students completing the Bachelor of Business (Banking and Finance) degree satisfy the academic requirements for membership of various professional associations.

The degree is recognised for membership purposes by the Australian Institute of Bankers. If the subjects Law of Business Associations, Auditing, Taxation Law and Accounting Theory and Applications are completed as electives, students will satisfy the academic requirements for CPA level membership of ASCPA and membership of the ICA. If the subjects Law of Business Associations, Company Secretarial Practice and Finance 3 are



included as electives, students will satisfy the academic requirements for membership of the Institute of Chartered Secretaries and Administrators (ICSA) and the Institute of Corporate Managers, Secretaries and Administrators (ICMSA).

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
AYB110	Accounting	12	4
EPB150	Microeconomics	12	3
FNB102	Business Computing	12	3/4
MAB173	Quantitative Methods	12	3
<b>Year 1, Semester 2</b>			
ALB110	Business Law	12	3
AYB111	Financial Accounting	12	4
EPB110	Business Statistics	12	3
EPB140	Macroeconomics	12	3
<b>Year 2, Semester 1</b>			
ALB103	Financial Institutions Law	12	3
AYB112	Company Accounting	12	4
COB160	Professional Communication (Business)	12	3
FNB111	Finance 1	12	4
<b>Year 2, Semester 2</b>			
BSB102	Management & Organisation	12	3
FNB112	Finance 2	12	4
FNB117	Financial Modelling	12	4
FNB123	Managerial Accounting 1	12	4
<b>Year 3, Semester 1</b>			
FNB100	Australian Financial Markets	12	3
FNB114	Financial Institutions - Lending	12	3
	Elective	12	
	Elective	12	
<b>Year 3, Semester 2</b>			
FNB120	International Finance	12	4
FNB115	Financial Institutions - Management	12	4
	Elective	12	
	Elective	12	
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
AYB110	Accounting	12	4
EPB150	Microeconomics	12	3
<b>Year 1, Semester 2</b>			
AYB111	Financial Accounting	12	4
EPB140	Macroeconomics	12	3
<b>Year 2, Semester 1</b>			
FNB102	Business Computing	12	3/4
MAB173	Quantitative Methods	12	3
<b>Year 2, Semester 2</b>			
ALB110	Business Law	12	3
EPB110	Business Statistics	12	3

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### Year 3, Semester 1

COB160	Professional Communication (Business)	12	3
FNB111	Finance 1	12	4

### Year 3, Semester 2

BSB102	Management & Organisation	12	3
FNB112	Finance 2	12	4

### Year 4, Semester 1

ALB103	Financial Institutions Law	12	3
AYB112	Company Accounting	12	4

### Year 4, Semester 2

FNB117	Financial Modelling	12	4
FNB123	Managerial Accounting 1	12	4

### Year 5, Semester 1

FNB100	Australian Financial Markets	12	3
FNB114	Financial Institutions - Lending	12	3

### Year 5, Semester 2

FNB115	Financial Institutions - Management Elective	12 12	4
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### Year 6, Semester 1

Elective	12	
Elective	12	

### Year 6, Semester 2

FNB120	International Finance Elective	12 12	4
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## Economics Major (ECO)

**Location:** School of Economics and Public Policy, Gardens Point and Kedron Park campuses

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Dr Mike Quayle

### Professional Recognition

This degree satisfies the academic requirements for the Economics Society of Australia, the Chartered Institute of Transport, the Market Research Society and the Australian Marketing Institute.

### Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
	OR		
EPB124	Government	12	3
EPB140	Macroeconomics	12	3

FNB102	Business Computing	12	3
MAB173	Quantitative Methods	12	3

### Year 1, Semester 2

AYB110	Accounting	12	4
EPB106	Australian Economic History	12	3
EPB110	Business Statistics	12	3
EPB150	Microeconomics	12	3

### Year 2, Semester 1

BSB102	Management & Organisation OR	12	3
EPB124	Government OR Elective	12	3
EPB104	Applied Economic Techniques 1	12	3
EPB142	Macroeconomic Theory	12	3
EPB152	Microeconomic Theory	12	3

### Year 2, Semester 2

EPB141	Macroeconomic Policy	12	3
EPB151	Microeconomic Policy Major Option Elective	12 12 12	3 3

### Year 3, Semester 1

Major Option	12
Extended Major Option	12
Extended Major Option	12
Elective	12

### Year 3, Semester 2

Extended Major Option	12
Extended Major Option	12
Elective	12
Elective	12

### Part-Time Course Structure

**Credit Points**      **Contact Hrs/Wk**

### Year 1, Semester 1

EPB140	Macroeconomics	12	3
FNB102	Business Computing	12	3/4

### Year 1, Semester 2

BSB102	Management & Organisation OR	12	3
EPB124	Government	12	3
MAB173	Quantitative Methods	12	3

### Year 2, Semester 1

AYB110	Accounting	12	4
EPB150	Microeconomics	12	3

### Year 2, Semester 2

EPB106	Australian Economic History	12	3
EPB110	Business Statistics	12	3

### Year 3, Semester 1

EPB142	Macroeconomic Theory	12	3
EPB152	Microeconomic Theory	12	3

**BUSINESS**

**Year 3, Semester 2**

EPB141	Macroeconomic Policy	12	3
EPB151	Microeconomic Policy	12	3

**Year 4, Semester 1**

BSB102	Management & Organisation OR	12	3
EPB124	Government OR	12	3
	Elective	12	
EPB104	Applied Economic Techniques 1	12	3

**Year 4, Semester 2**

	Major Option	12	
	Elective	12	

**Year 5, Semester 1**

	Major Option	12	
	Elective	12	

**Year 5, Semester 2**

	Extended Major Option	12	
	Elective	12	

**Year 6, Semester 1**

	Extended Major Option	12	
	Extended Major Option	12	

**Year 6, Semester 2**

	Extended Major Option	12	
	Elective	12	

**MAJOR AND EXTENDED MAJOR OPTIONS**

EPB102	Applied Econometrics A*	12	3
EPB103	Applied Econometrics B	12	3
EPB107	Business Economic Forecasting	12	3
EPB111	Comparative Economic Systems	12	3
EPB114	Economic Development	12	3
EPB115	Economic Model Building	12	3
EPB117	Economics of Industry	12	3
EPB127	History of Economic Thought	12	3
EPB130	International Economics*	12	3
EPB144	Mathematical Economic Applications*	12	3
EPB153	Monetary Theory & Policy	12	3
EPB158	Public Finance	12	3
EPB160	Public Sector Economics*	12	3
EPB164	Spatial & Regional Economics	12	3
EPB168	Transport & Communication Economics	12	3
FNB111	Finance 1	12	4

 **Film and TV Production Major (FTV)****Location:** School of Media and Journalism, Gardens Point campus**Course Duration:** 3 years full-time, 6 years part-time**Total Credit Points:** 288

\* Denotes Major Option.

**Standard Credit Points/Full-Time Semester: 48**

**Coordinator: Mr Ridley Williams**

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COB113	Theoretical Perspectives on Communication	12	3
COB138	Written Communication: Theory & Practice	12	3
FNB102	Business Computing	12	3/4
MJB118	Fundamentals of Photography	12	3
<b>Year 1, Semester 2</b>			
COB134	Speech Communication: Theory & Practice	12	3
MJB108	Creative Sound & Image	12	3
MJB120	Newswriting	12	3
MJB127	Narrative Concepts	12	3
<b>Year 2, Semester 1</b>			
COB106	Group Communication: Theory & Practice	12	3
MJB126	Video Production	12	3
MJB129	Film & Television Scriptwriting	12	3
	Elective	12	
<b>Year 2, Semester 2</b>			
MJB113	Film Drama Production	12	3
MJB116	Film Language & Genre	12	3
MJB134	Video Documentary Production	12	3
	Elective	12	
<b>Year 3, Semester 1</b>			
MJB104	Media Industries & Issues	12	3
MJB114	Film & Video Business	12	3
MJB131	Television Studio/Post Production	12	3
	Elective	12	
<b>Year 3, Semester 2</b>			
BSB102	Management & Organisation	12	3
EPB116	Economic Principles	12	3
MJB102	Advanced Text Analysis	12	3
	OR		
MJB115	Supervised Project Film & TV	12	3
	Elective	12	
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COB138	Written Communication: Theory & Practice	12	3
FNB102	Business Computing	12	3/4
<b>Year 1, Semester 2</b>			
COB113	Theoretical Perspectives on Communication	12	3
MJB118	Fundamentals of Photography	12	3
<b>Year 2, Semester 1</b>			
COB134	Speech Communication: Theory & Practice	12	3
MJB127	Narrative Concepts	12	3

### **Year 2, Semester 2**

MJB120	Newswriting	12	3
MJB129	Film & Television Scriptwriting	12	3

### **Year 3, Semester 1**

MJB108	Creative Sound & Image	12	3
MJB116	Film Language & Genre	12	3

### **Year 3, Semester 2**

COB106	Group Communication: Theory & Practice	12	3
MJB126	Video Production	12	3

### **Year 4, Semester 1**

EPB116	Economic Principles	12	3
MJB134	Video Documentary Production	12	3

### **Year 4, Semester 2**

MJB104	Media Industries & Issues	12	3
MJB131	Television Studio/Post Production	12	3

### **Year 5, Semester 1**

MJB113	Film Drama Production	12	3
	Elective	12	

### **Year 5, Semester 2**

MJB114	Film & Video Business	12	3
	Elective	12	

### **Year 6, Semester 1**

MJB102	Advanced Text Analysis	12	3
	OR		
MJB115	Supervised Project Film & TV	12	3
	Elective	12	

### **Year 6, Semester 2**

BSB102	Management & Organisation	12	3
	Elective	12	

## **Human Resource Management Major (HRM)**

**Location:** School of Human Resource Management and Labour Relations, Gardens Point campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Mr Paul Sutcliffe

### **Professional Recognition**

This degree satisfies the academic requirements for membership of the Australian Institute of Management, the Australian Institute of Training and Development and the Institute of Personnel Management, Australia.

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
EPB116	Economic Principles	12	3
	OR		
EPB140	Macroeconomics*	12	3
EPB124	Government	12	3
HRB130	Organisational Behaviour	12	3
<b>Year 1, Semester 2</b>			
AYB100	Accounting for Managers	12	3
EPB109	Business Methodology	12	3
FNB102	Business Computing	12	3/4
HRB131	Personnel Management & Industrial Relations	12	3
<b>Year 2, Semester 1</b>			
HRB105	Human Resources & the Organisation	12	3
	Major Option	12	
	Elective	12	
	Elective	12	
<b>Year 2, Semester 2</b>			
HRB103	Employment Regulation & Administration	12	3
HRB104	Foundation HRM Competencies	12	3
	Major Option	12	
	Elective	12	
<b>Year 3, Semester 1</b>			
HRB100	Advanced Organisational Behaviour	12	3
	Major Option	12	
	Elective	12	
	Elective	12	
<b>Year 3, Semester 2</b>			
HRB136	Strategic HRM	12	3
	Elective	12	
	Elective	12	
	Elective	12	

<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
EPB116	Economic Principles	12	3
	OR		
EPB140	Macroeconomics*	12	3
<b>Year 1, Semester 2</b>			
HRB130	Organisational Behaviour	12	3
HRB131	Personnel Management & Industrial Relations	12	3
<b>Year 2, Semester 1</b>			
EPB124	Government	12	3
FNB102	Business Computing	12	3/4
<b>Year 2, Semester 2</b>			
AYB100	Accounting for Managers	12	3
EPB109	Business Methodology	12	3

\* Students selecting Macroeconomics must also include Microeconomics in their program.

<b>Year 3, Semester 1</b>			
HRB105	Human Resources & the Organisation	12	3
	Major Option	12	
<b>Year 3, Semester 2</b>			
HRB103	Employment Regulation & Administration	12	3
HRB104	Foundation HRM Competencies	12	3
<b>Year 4, Semester 1</b>			
	Elective	12	
	Elective	12	
<b>Year 4, Semester 2</b>			
	Major Option	12	
	Elective	12	
<b>Year 5, Semester 1</b>			
HRB100	Advanced Organisational Behaviour	12	3
	Elective	12	
<b>Year 5, Semester 2</b>			
	Elective	12	
	Elective	12	
<b>Year 6, Semester 1</b>			
	Major Option	12	
	Elective	12	
<b>Year 6, Semester 2</b>			
HRB136	Strategic HRM	12	3
	Elective	12	

#### MAJOR AND EXTENDED MAJOR OPTIONS

Extended majors are any four subjects from the list of options not already completed in the major.

COB102	Consulting For Organisational Change	12	3
COB111	Organisational Change: Applications	12	3
HRB101	Advanced Training & Development	12	3
HRB102	Advocacy & Negotiation	12	3
HRB107	Independent Study - HRD	12	3
	OR		
HRB108	Independent Study - HRM	12	3
HRB114	Industrial Relations Institutions	12	3
HRB119	Interviewing & Counselling	12	3
HRB120	Introductory Training & Development	12	3
HRB128	Occupational Health & Safety Management	12	3
HRB134	Recruitment & Selection	12	3
HRB146	Special Topic - HRM	12	3
HRB403	Quality Management	12	3

#### **Industrial Relations Major (IRE) (not on offer 1992)**

**Location:** School of Human Resource Management and Labour Relations, Kedron Park campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288



**Standard Credit Points/Full-Time Semester: 48****Course Coordinator: Mr Paul Sutcliffe**

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
EPB116	Economic Principles*	12	3
	OR		
EPB140	Macroeconomics*	12	3
EPB124	Government	12	3
HRB130	Organisational Behaviour	12	3
<b>Year 1, Semester 2</b>			
EPB106	Australian Economic History*	12	3
	OR		
EPB150	Microeconomics*	12	3
FNB102	Business Computing	12	3/4
HRB114	Industrial Relations Institutions	12	3
HRB131	Personnel Management & Industrial Relations	12	3
<b>Year 2, Semester 1</b>			
ALB104	Industrial Law	12	3
HRB113	Industrial Relations History	12	3
HRB138	Work & Society	12	3
	Elective	12	
<b>Year 2, Semester 2</b>			
HRB137	Wages & Employment	12	3
	Core Option	12	
	Major Option	12	
	Elective	12	
<b>Year 3, Semester 1</b>			
	Major Option	12	
	Elective	12	
	Elective	12	
	Elective	12	
<b>Year 3, Semester 2</b>			
	Major Option	12	
	Elective	12	
	Elective	12	
	Elective	12	
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
EPB116	Economic Principles*	12	3
	OR		
EPB140	Macroeconomics*	12	3
<b>Year 1, Semester 2</b>			
HRB130	Organisational Behaviour	12	3

\* Students must complete either EPB140 Macroeconomics and EPB150 Microeconomics or EPB116 Economics Principles and EPB106 Australian Economic History.

HRB131	Personnel Management & Industrial Relations	12	3
<b>Year 2, Semester 1</b>			
EPB124	Government	12	3
FNB102	Business Computing	12	3/4
<b>Year 2, Semester 2</b>			
EPB150	Microeconomics*	12	3
	OR		
EPB106	Australian Economic History*	12	3
	Core Option	12	
<b>Year 3, Semester 1</b>			
HRB113	Industrial Relations History	12	3
HRB114	Industrial Relations Institutions	12	3
<b>Year 3, Semester 2</b>			
ALB104	Industrial Law	12	3
HRB138	Work & Society	12	3
<b>Year 4, Semester 1</b>			
HRB137	Wages & Employment	12	3
	Elective	12	
<b>Year 4, Semester 2</b>			
	Major Option	12	
	Elective	12	
<b>Year 5, Semester 1</b>			
	Major Option	12	
	Elective	12	
<b>Year 5, Semester 2</b>			
	Major Option	12	
	Elective	12	
<b>Year 6, Semester 1</b>			
	Elective	12	
	Elective	12	
<b>Year 6, Semester 2</b>			
	Elective	12	
	Elective	12	
<b>Core Options</b>			
AYB100	Accounting for Managers	12	3
EPB109	Business Methodology	12	3
EPB112	Critical Analysis	12	3
MAB173	Quantitative Methods	12	3

#### MAJOR AND EXTENDED MAJOR OPTIONS

Extended majors are any four subjects from the list of options not already completed in the major.

HRB102	Advocacy & Negotiation	12	3
HRB103	Employment Regulation & Administration	12	3
HRB105	Human Resources & The Organisation	12	3
HRB109	Industrial Democracy	12	3
HRB115	Industrial Relations Policies	12	3
HRB144	Public Sector Industrial Relations	12	3
HRP100	Comparative Industrial Relations	12	3

\* Students must complete either EPB140 Macroeconomics and EPB150 Microeconomics or EPB116 Economics Principles and EPB106 Australian Economic History.

## □ International Business Major (INB)

**Location:** School of Economics and Public Policy, Kedron Park campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Dr Mike Quayle

### Professional Recognition

This degree satisfies the academic requirements for membership of the Australian Business Economists Society.

### Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
EPB140	Macroeconomics	12	3
FNB102	Business Computing	12	3/4
	Language 1		
<b>Year 1, Semester 2</b>			
AYB100	Accounting for Managers	12	3
	OR		
AYB110	Accounting	12	4
EPB150	Microeconomics	12	3
EPB163	Research & Survey Methods	12	3
	OR		
MAB173	Quantitative Methods	12	3
	Language 2		
<b>Year 2, Semester 1</b>			
ALB110	Business Law	12	3
COB160	Professional Communication	12	3
	OR		
EPB124	Government	12	3
MKB140	Principles of Marketing	12	3
	Language 3		
<b>Year 2, Semester 2</b>			
EPB132	International Trade & Finance	12	3
	Area Studies 1	12	
	Language 4	12	
	Elective	12	
<b>Year 3, Semester 1</b>			
FNB111	Finance 1*	12	4
	Area Studies 2	12	
EPB133	Globalisation & World Business*	12	3
	Elective	12	
<b>Year 3, Semester 2</b>			
ALB105	International Business Law*	12	3
	OR		
EPB131	International Politics & Business*	12	3

\* Denotes Extended Major subject.

MKB149	International Marketing*	12	3
	Elective	12	
	Elective	12	
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
FNB102	Business Computing	12	3/4
<b>Year 1, Semester 2</b>			
EPB140	Macroeconomics	12	3
MAB173	Quantitative Methods	12	3
	OR		
EPB163	Research & Survey Methods	12	3
<b>Year 2, Semester 1</b>			
AYB100	Accounting for Managers	12	3
	OR		
AYB110	Accounting	12	4
COB160	Professional Communication (Business)	12	3
	OR		
EPB124	Government	12	3
<b>Year 2, Semester 2</b>			
ALB110	Business Law	12	3
EPB150	Microeconomics	12	3
<b>Year 3, Semester 1</b>			
MKB140	Principles of Marketing	12	3
	Language 1	12	
<b>Year 3, Semester 2</b>			
	Language 2	12	
	Area Studies 1	12	
<b>Year 4, Semester 1</b>			
FNB111	Finance 1	12	4
	OR		
	Elective	12	
	Language 3	12	
<b>Year 4, Semester 2</b>			
EPB132	International Trade & Finance	12	3
	Language 4	12	
<b>Year 5, Semester 1</b>			
EPB133	Globalisation & World Business	12	3
	OR		
	Elective	12	
	Area Studies 2	12	
<b>Year 5, Semester 2</b>			
MKB149	International Marketing	12	3
	Elective	12	
<b>Year 6, Semester 1</b>			
	Elective	12	
	Elective	12	

\* Denotes Extended Major subject.

## Year 6, Semester 2

ALB105	International Business Law OR	12	3
EPB131	International Politics & Business Elective	12 12	3

## Area Studies Options

Students must select either Europe or Asia.

### ASIA

EPB105	Asian Economic Development	12	3
EPB108	Business in Asia	12	3

### EUROPE

EPB120	European Economic History	12	3
EPB121	European Integration	12	3

## □ Journalism Major (JOU)

**Location:** School of Media and Journalism, Gardens Point campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Coordinator:** Dr Erol Hodge

## Professional Recognition

This degree is recognised by the Australian Journalists' Association.

## Full-Time Course Structure

**Credit  
Points**

**Contact  
Hrs/Wk**

### Year 1, Semester 1

COB113	Theoretical Perspectives on Communication	12	3
COB138	Written Communication: Theory & Practice	12	3
FNB102	Business Computing	12	3/4
MJB120	Newswriting	12	3

### Year 1, Semester 2

COB134	Speech Communication: Theory & Practice	12	3
EPB116	Economic Principles	12	3
EPB124	Government	12	3
MJB121	Reporting Principles	12	3

### Year 2, Semester 1

COB106	Group Communication: Theory & Practice	12	3
MJB124	Feature Writing	12	3
MJB126	Video Production	12	3
	Elective	12	

### Year 2, Semester 2

COB144	Literature & Communication	12	3
MJB132	Radio/Television Journalism 1	12	3
MJB139	Journalistic Ethics & Issues	12	3
	Elective	12	

**Year 3, Semester 1**

MBJ104	Media Industries & Issues	12	3
MBJ122	Sub-editing & Layout	12	3
MBJ138	Radio/Television Journalism 2	12	3
	Elective	12	

**Year 3, Semester 2**

MBJ102	Advanced Text Analysis	12	3
MBJ103	News Production	12	3
MBJ137	Public Affairs Reporting	12	3
	Elective	12	

**Part-Time Course Structure**

**Credit Points**                      **Contact Hrs/Wk**

**Year 1, Semester 1**

COB138	Written Communication: Theory & Practice	12	3
FNB102	Business Computing	12	3/4

**Year 1, Semester 2**

COB113	Theoretical Perspectives on Communication	12	3
MBJ120	Newswriting	12	3

**Year 2, Semester 1**

COB134	Speech Communication: Theory & Practice	12	3
MBJ121	Reporting Principles	12	3

**Year 2, Semester 2**

EPB116	Economic Principles	12	3
MBJ124	Feature Writing	12	3

**Year 3, Semester 1**

EPB124	Government	12	3
MBJ139	Journalistic Ethics & Issues	12	3

**Year 3, Semester 2**

COB106	Group Communication: Theory & Practice	12	3
MBJ126	Video Production	12	3

**Year 4, Semester 1**

COB144	Literature & Communication	12	3
MBJ132	Radio/Television Journalism 1	12	3

**Year 4, Semester 2**

MBJ104	Media Industries & Issues	12	3
MBJ138	Radio/Television Journalism 2	12	3

**Year 5, Semester 1**

MBJ137	Public Affairs Reporting	12	3
	Elective	12	

**Year 5, Semester 2**

MBJ122	Sub-editing & Layout	12	3
	Elective	12	

**Year 6, Semester 1**

MBJ102	Advanced Text Analysis	12	3
MBJ103	News Production	12	3

## Year 6, Semester 2

Elective	12
Elective	12

## □ Management Major (MAN)

**Location:** School of Human Resource Management and Labour Relations, Gardens Point and Kedron Park campuses

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Coordinator:** Mr Paul Sutcliffe

### Professional Recognition

This major satisfies the academic requirements for membership of the Australian Institute of Management.

BUSINESS

### Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
EPB116	Economic Principles*	12	3
	OR		
EPB140	Macroeconomics*	12	3
EPB124	Government	12	3
HRB130	Organisational Behaviour	12	3
<b>Year 1, Semester 2</b>			
AYB100	Accounting for Managers	12	3
EPB150	Microeconomics*	12	3
	OR		
EPB106	Australian Economic History*	12	3
FNB102	Business Computing	12	3/4
HRB131	Personnel Management & Industrial Relations	12	3
<b>Year 2, Semester 1</b>			
HRB126	Management Processes	12	3
HRB127	Management Theory & Issues	12	3
	Major Option	12	
	Elective	12	
<b>Year 2, Semester 2</b>			
HRB116	Innovation & Entrepreneurship	12	3
	Major Option	12	
	Elective	12	
	Elective	12	
<b>Year 3, Semester 1</b>			
HRB129	Operations & Production Management	12	3
	Major Option	12	
	Elective	12	
	Elective	12	

\* Students must complete either EPB140 Macroeconomics and EPB150 Microeconomics or EPB116 Economic Principles and EPB106 Australian Economic History

**Year 3, Semester 2**

HRB125	Management Policy & Strategy	12	3
	Elective	12	
	Elective	12	
	Elective	12	

**Part-Time Course Structure**

**Credit Points**      **Contact Hrs/Wk**

**Year 1, Semester 1**

BSB102	Management & Organisation	12	3
EPB116	Economic Principles*	12	3
	OR		
EPB140	Macroeconomics*	12	3

**Year 1, Semester 2**

HRB130	Organisational Behaviour	12	3
HRB131	Personnel Management & Industrial Relations	12	3

**Year 2, Semester 1**

EPB124	Government	12	3
FNB102	Business Computing	12	3/4

**Year 2, Semester 2**

AYB100	Accounting for Managers	12	3
EPB150	Microeconomics*	12	3
	OR		
EPB106	Australian Economic History*	12	3

**Year 3, Semester 1**

HRB126	Management Processes	12	3
HRB127	Management Theory & Issues	12	3

**Year 3, Semester 2**

	Major Option	12	
	Elective	12	

**Year 4, Semester 1**

HRB129	Operations & Production Management	12	3
	Elective	12	

**Year 4, Semester 2**

HRB116	Innovation & Entrepreneurship	12	3
	Elective	12	

**Year 5, Semester 1**

	Major Option	12	
	Elective	12	

**Year 5, Semester 2**

	Elective	12	
	Elective	12	

**Year 6, Semester 1**

	Major Option	12	
	Elective	12	

\* Students must complete either EPB140 Macroeconomics and EPB150 Microeconomics or EPB116 Economic Principles and EPB106 Australian Economic History



**Year 6, Semester 2**

HRB125	Management Policy & Strategy	12	3
	Elective	12	

**MAJOR AND EXTENDED MAJOR OPTIONS**

Extended majors are any four subjects from the list of options not already completed in the major.

COB102	Consulting for Organisational Change	12	3
EPB109	Business Methodology	12	3
FNB111	Finance 1	12	4
HRB105	Human Resources & the Organisation	12	3
HRB106	Independent Study in Management	12	3
HRB114	Industrial Relations Institutions	12	3
HRB118	International Management	12	3
HRB133	Public Sector Management	12	3
HRB135	Small Business Management	12	3
HRB140	Management & Technology	12	3
HRX108	Sports Administration	12	3
MKB141	Marketing Management	12	3

**□ Marketing Major (MKG)**

**Location:** School of Marketing, Advertising and Public Relations, Gardens Point and Kedron Park campuses

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Coordinator:** Mr Terry Euler

**Professional Recognition**

Students of the marketing degree may meet the requirements of membership of a number of professional bodies. These could include the Australian Marketing Institute, the Marketing Research Society of Australia, the Australian Institute of Management and the American Marketing Association. Details of such membership may be obtained through the School of Marketing, Advertising and Public Relations.

**Full-Time Course Structure**

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COP115	Professional Communication	12	3
EPB116	Economic Principles	12	3
FNB102	Business Computing	12	3/4
MKB140	Principles of Marketing	12	3
<b>Year 1, Semester 2</b>			
AYB100	Accounting for Managers	12	3
	OR		
AYB110	Accounting	12	4
BSB102	Management & Organisation	12	3
	OR		
EPB124	Government	12	3
EPB109	Business Methodology	12	3
MKB142	Consumer Behaviour	12	3

**Year 2, Semester 1**

ALB110	Business Law	12	3
MKB141	Marketing Management	12	3
	Elective	12	
	Elective	12	

**Year 2, Semester 2**

MKB108	Market Practices	12	3
	OR		
MKB148	Marketing Decision Making	12	3
MKB136	Marketing Logistics	12	3
	OR		
MKB146	Services Marketing	12	3
	Elective	12	
	Elective	12	

**Year 3, Semester 1**

HRB129	Operations & Production Management	12	3
MKB151	Marketing Research	12	3
	Elective	12	
	Elective	12	

**Year 3, Semester 2**

FNB111	Finance 1	12	4
MKB155	Strategic Marketing	12	3
	Elective	12	
	Elective	12	

**Part-Time Course Structure**

**Credit Points**                      **Contact Hrs/Wk**

**Year 1, Semester 1**

EPB116	Economic Principles	12	3
MKB140	Principles of Marketing	12	3

**Year 1, Semester 2**

COP115	Professional Communication	12	3
FNB102	Business Computing	12	3/4

**Year 2, Semester 1**

AYB100	Accounting for Managers	12	3
	OR		
AYB110	Accounting	12	4
MKB142	Consumer Behaviour	12	3

**Year 2, Semester 2**

EPB109	Business Methodology	12	3
BSB102	Management & Organisation	12	3
	OR		
EPB124	Government	12	3

**Year 3, Semester 1**

MKB141	Marketing Management	12	3
	Elective	12	

**Year 3, Semester 2**

MKB136	Marketing Logistics	12	3
	OR		
MKB146	Services Marketing	12	3
	Elective	12	

**Year 4, Semester 1**

ALB110	Business Law	12	3
	Elective	12	

**Year 4, Semester 2**

MKB108	Market Practices	12	3
	OR		
MKB148	Marketing Decision Making	12	3
	Elective	12	

**Year 5, Semester 1**

MKB151	Marketing Research	12	3
	Elective	12	

**Year 5, Semester 2**

FNB111	Finance 1	12	4
	Elective	12	

**Year 6, Semester 1**

HRB129	Operations & Production Management	12	3
	Elective	12	

**Year 6, Semester 2**

MKB155	Strategic Marketing	12	3
	Elective	12	

**Organisational Communication Major (ORC)**

**Location:** School of Communication and Organisational Studies, Gardens Point campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Coordinator:** Ms Ros Petelin

**Professional Recognition**

Graduates may become members of the Society of Business Communicators and other similar professional organisations.

**Full-Time Course Structure**

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
COB110	Organisation & Society	12	3
COB113	Theoretical Perspectives on Communication	12	3
COB138	Written Communication: Theory & Practice	12	3
FNB102	Business Computing	12	3/4
<b>Year 1, Semester 2</b>			
BSB102	Management & Organisation	12	3
COB134	Speech Communication: Theory & Practice	12	3
EPB124	Government	12	3
MJB120	Newswriting	12	3

**Year 2, Semester 1**

COB106	Group Communication: Theory & Practice	12	3
COB159	Research Concepts & Techniques	12	3
	Elective/Minor/Major 2	12	
	Elective/Minor/Major 2	12	

**Year 2, Semester 2**

COB112	Organisational Communication	12	3
COB157	Corporate Writing & Editing	12	3
	Elective/Minor/Major 2	12	
	Elective/Minor/Major 2	12	

**Year 3, Semester 1**

COB102	Consulting for Organisational Change	12	3
COB158	Advanced Speech Communication (Theory & Practice)	12	3
	Elective/Minor/Major 2	12	
	Elective/Minor/Major 2	12	

**Year 3, Semester 2**

COB100	Communication Management	12	3
COB101	Computer Mediated Communication	12	3
	Elective/Minor/Major 2	12	
	Elective/Minor/Major 2	12	

**Part-Time Course Structure**

**Credit Points**      **Contact Hrs/Wk**

**Year 1, Semester 1**

COB138	Written Communication: Theory & Practice	12	3
FNB102	Business Computing	12	3/4

**Year 1, Semester 2**

COB110	Organisation & Society	12	3
COB113	Theoretical Perspectives on Communication	12	3

**Year 2, Semester 1**

COB134	Speech Communication: Theory & Practice	12	3
EPB124	Government	12	3

**Year 2, Semester 2**

BSB102	Management & Organisation	12	3
MJB120	Newsriting	12	3

**Year 3, Semester 1**

	Elective/Minor/Major 2	12	
	Elective/Minor/Major 2	12	

**Year 3, Semester 2**

COB106	Group Communication: Theory & Practice	12	3
COB159	Research Concepts & Techniques	12	3

**Year 4, Semester 1**

COB112	Organisational Communication	12	3
	Elective/Minor/Major 2	12	

**Year 4, Semester 2**

COB102	Consulting for Organisational Change	12	3
COB158	Advanced Speech Communication: Theory & Practice	12	3

**Year 5, Semester 1**

COB157	Corporate Writing & Editing	12	3
	Elective/Minor/Major 2	12	

**Year 5, Semester 2**

Elective/Minor/Major 2	12
Elective/Minor/Major 2	12

**Year 6, Semester 1**

COB100	Communication Management	12	3
COB101	Computer Mediated Communication	12	3

**Year 6, Semester 2**

Elective/Minor/Major 2	12
Elective/Minor/Major 2	12

**□ Organisational Studies Major (ORS)**

**Location:** School of Communication and Organisational Studies, Kedron Park campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Coordinator:** Mr Bob Thompson

**Professional Recognition**

Graduates from this degree may become members of the Institute of Management Consulting, Australia, the Australian Institute of Training and Development and affiliate members of the Australian Institute of Management.

**Full-Time Course Structure**

**Credit Points      Contact Hrs/Wk**

**Year 1, Semester 1**

COB110	Organisation & Society	12	3
COB138	Written Communication: Theory & Practice	12	3
EPB116	Economic Principles	12	3
EPB124	Government	12	3

**Year 1, Semester 2**

BSB102	Management & Organisation	12	3
COB105	Ethics	12	3
COB134	Speech Communication: Theory & Practice	12	3
COB159	Research Concepts & Techniques	12	3

**Year 2, Semester 1**

COB129	Organisational Processes	12	3
HRB104	Foundation HR Competencies	12	3
	Elective/minor/major 2	12	
	Elective/minor/major 2	12	

**Year 2, Semester 2**

COB108	Inter-organisational Relations	12	3
COB112	Organisational Communication	12	3
	Elective/minor/major 2	12	
	Elective/minor/major 2	12	

**Year 3, Semester 1**

COB102	Consulting for Organisational Change	12	3
COB114	Trends in Organisational Design	12	3

	Elective/minor/major 2	12	
	Elective/minor/major 2	12	
<b>Year 3, Semester 2</b>			
COB103	Critical Perspectives on Organisations & Environment	12	3
COB111	Organisational Change: Applications	12	3
	Elective/minor/major 2	12	
	Elective/minor/major 2	12	
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
COB110	Organisation & Society	12	3
EPB124	Government	12	3
<b>Year 1, Semester 2</b>			
BSB102	Management & Organisation	12	3
COB105	Ethics	12	3
<b>Year 2, Semester 1</b>			
COB129	Organisational Processes	12	3
COB134	Speech Communication: Theory & Practice	12	3
<b>Year 2, Semester 2</b>			
COB138	Written Communication: Theory & Practice	12	3
COB159	Research Concepts & Techniques	12	3
<b>Year 3, Semester 1</b>			
EPB116	Economic Principles	12	3
HRB104	Foundation HR Competencies	12	3
<b>Year 3, Semester 2</b>			
COB108	Inter-organisational Relations	12	3
	Elective/minor/major 2	12	
<b>Year 4, Semester 1</b>			
COB112	Organisational Communication	12	3
	Elective/minor/major 2	12	
<b>Year 4, Semester 2</b>			
COB102	Consulting for Organisational Change	12	3
COB114	Trends in Organisational Design	12	3
<b>Year 5, Semester 1</b>			
	Elective/minor/major 2	12	
	Elective/minor/major 2	12	
<b>Year 5, Semester 2</b>			
	Elective/minor/major 2	12	
	Elective/minor/major 2	12	
<b>Year 6, Semester 1</b>			
COB103	Critical Perspectives on Organisations & Environment	12	3
	Elective/minor/major 2	12	
<b>Year 6, Semester 2</b>			
COB111	Organisational Change: Applications	12	3
	Elective/minor/major 2	12	

## Public Administration Major (PUA)

**Location:** School of Economics and Public Policy, Gardens Point campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Coordinator:** Dr Mike Quayle

**Standard Credit Points/Full-Time Semester:** 48

### Professional Recognition

This degree satisfies the academic requirements for membership of the Royal Institute of Public Administration, the Institute of Municipal Management and, subject to the choice of suitable electives, the Institute of Personnel Management, Australia.

### Full-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
BSB102	Management & Organisation	12	3
EPB112	Critical Analysis	12	3
EPB124	Government	12	3
EPB140	Macroeconomics	12	3
<b>Year 1, Semester 2</b>			
EPB100	Administrative Theory	12	3
EPB150	Microeconomics	12	3
EPB154	National Government	12	3
FNB102	Business Computing	12	3/4
<b>Year 2, Semester 1</b>			
EPB135	Local Government	12	3
EPB163	Research & Survey Methods	12	3
EPB167	State Government	12	3
	Elective	12	
<b>Year 2, Semester 2</b>			
AYB110	Accounting	12	4
	OR		
AYB100	Accounting for Managers	12	3
EPB157	Public Enterprise	12	3
EPB162	Reform & the Public Sector	12	3
	OR		
EPB109	Business Methodology	12	3
	Elective	12	
<b>Year 3, Semester 1</b>			
ALB108	Public Administrative Law	12	3
EPB125	Government & Business	12	3
EPB159	Public Policy	12	3
	Elective	12	
<b>Year 3, Semester 2</b>			
EPB131	International Politics & Business	12	3
	OR		
EPB109	Business Methodology	12	3
EPB155	Policy & Program Evaluation	12	3

EPB156	Political & Administrative Analysis OR	12	3
EPB109	Business Methodology Elective	12 12	3
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
EPB124	Government	12	3
EPB140	Macroeconomics	12	3
<b>Year 1, Semester 2</b>			
EPB150	Microeconomics	12	3
EPB154	National Government	12	3
<b>Year 2, Semester 1</b>			
BSB102	Management & Organisation	12	3
EPB167	State Government	12	3
<b>Year 2, Semester 2</b>			
EPB157	Public Enterprise	12	3
FNB102	Business Computing	12	3/4
<b>Year 3, Semester 1</b>			
EPB112	Critical Analysis	12	3
EPB135	Local Government	12	3
<b>Year 3, Semester 2</b>			
EPB100	Administrative Theory	12	3
EPB162	Reform & the Public Sector	12	3
<b>Year 4, Semester 1</b>			
ALB108	Public Administrative Law	12	3
EPB163	Research & Survey Methods	12	3
<b>Year 4, Semester 2</b>			
AYB110	Accounting OR	12	4
AYB100	Accounting for Managers	12	3
EPB109	Business Methodology OR	12	3
EPB156	Political & Administrative Analysis	12	3
<b>Year 5, Semester 1</b>			
EPB159	Public Policy Elective	12 12	3
<b>Year 5, Semester 2</b>			
EPB155	Policy & Program Evaluation Elective	12 12	3
<b>Year 6, Semester 1</b>			
EPB125	Government & Business Elective	12 12	3
<b>Year 6, Semester 2</b>			
EPB131	International Politics & Business OR	12	3
EPB109	Business Methodology Elective	12 12	3



## LOCAL GOVERNMENT ADMINISTRATION SECONDARY MAJOR

For students wishing to obtain the Queensland Local Government Clerks Certificate.

ALB110	Business Law	12	3
ALB111	Commercial & Securities Law	12	3
AYB103	Government Accounting	12	3
AYB111	Financial Accounting	12	4
EPB125	Government & Business	12	3
EPB136	Local Government Administrative Practice 1	12	3
EPB137	Local Government Administrative Practice 2	12	3
EPB162	Reform & the Public Sector	12	3

### Public Relations Major (PUR)

**Location:** School of Marketing, Advertising and Public Relations, Gardens Point campus

**Course Duration:** 3 years full-time, 6 years part-time

**Total Credit Points:** 288

**Standard Credit Points/Full-Time Semester:** 48

**Coordinator:** Mr Terry Euler

#### Professional Recognition

Students of the Public Relations degree may, as a result of their choice of area of major study or elective study, meet the requirements of membership of a number of professional bodies. These could include the Public Relations Institute of Australia, the Society of Business Communicators as well as associated and international bodies.

Details of such memberships can be obtained through the School of Marketing, Advertising and Public Relations.

Full-Time Course Structure		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
COB113	Theoretical Perspectives on Communication	12	3
COB138	Written Communication: Theory & Practice	12	3
FNB102	Business Computing	12	3/4
MJB120	Newswriting	12	3
<b>Year 1, Semester 2</b>			
COB134	Speech Communication: Theory & Practice	12	3
EPB116	Economic Principles	12	3
MKB124	Public Relations Principles	12	3
MKB140	Principles of Marketing	12	3
<b>Year 2, Semester 1</b>			
COB106	Group Communication: Theory & Practice OR	12	3
MJB104	Media Industries & Issues	12	3
MKB112	Research Methods	12	3
MJB126	Video Production	12	3
MKB129	Publicity & Promotion - Print	12	3
<b>Year 2, Semester 2</b>			
MKB123	Publication Management	12	3
MKB130	Publicity & Promotion - Electronic	12	3

MKB142	Consumer Behaviour	12	3
	Elective	12	

### Year 3, Semester 1

MKB120	Public Relations Writing & Editing	12	3
EPB124	Government	12	3
MKB133	Public Relations Consulting & Management	12	3
	Elective	12	

### Year 3, Semester 2

MKB117	Public Relations Campaigns	12	3
MKB132	Government & Financial Relations	12	3
	Elective	12	
	Elective	12	

### Part-Time Course Structure

**Credit Points**      **Contact Hrs/Wk**

#### Year 1, Semester 1

COB138	Written Communication: Theory & Practice	12	3
FNB102	Business Computing	12	3/4

#### Year 1, Semester 2

COB113	Theoretical Perspectives on Communication	12	3
MJB120	Newswriting	12	3

#### Year 2, Semester 1

COB134	Speech Communication: Theory & Practice	12	3
MKB124	Public Relations Principles	12	3

#### Year 2, Semester 2

MJB126	Video Production	12	3
MKB129	Publicity & Promotion - Print	12	3

#### Year 3, Semester 1

MKB130	Publicity & Promotion - Electronic	12	3
MKB140	Principles of Marketing	12	3

#### Year 3, Semester 2

COB106	Group Communication: Theory & Practice	12	3
	OR		
MJB104	Media Industries & Issues	12	3
MKB142	Consumer Behaviour	12	3

#### Year 4, Semester 1

EPB116	Economic Principles	12	3
MKB123	Publication Management	12	3

#### Year 4, Semester 2

EPB124	Government	12	3
MKB120	Public Relations Writing & Editing	12	3

#### Year 5, Semester 1

MKB112	Research Methods	12	3
MKB132	Government & Financial Relations	12	3

#### Year 5, Semester 2

MKB133	Public Relations Consulting & Management	12	3
	Elective	12	

**Year 6, Semester 1**

MKB117	Public Relations Campaigns	12	3
	Elective	12	

**Year 6, Semester 2**

	Elective	12	
	Elective	12	

**SECONDARY MAJORS**

**Credit Points**                      **Contact Hrs/Wk**

**ADVERTISING SECONDARY MAJOR**

MKB116	Principles of Advertising	12	3
MKB118	Advertising Copywriting	12	3
MKB122	Advertising Regulation & Ethics	12	3
MKB125	Media Planning	12	3
MKB126	Advertising Management	12	3
MKB128	Direct Response Advertising	12	3
MKB131	Advertising Campaigns	12	3
MKB142	Consumer Behaviour	12	3

**BUSINESS LAW AND TAXATION SECONDARY MAJOR**

(For students other than Bachelor of Business (Accountancy).

Subject to prerequisite requirements eight subjects selected from the following:

ALB100	Administrative Law	12	3
ALB103	Financial Institutions Law	12	3
ALB110	Business Law	12	3
ALB111	Commercial & Securities Law	12	3
ALB120	Company Law & Practice	12	3
ALB121	Insolvency Law & Practice	12	3
ALB122	Law of Business Associations	12	3
ALB131	Tax Planning	12	3
ALB132	Taxation Law	12	3
ALB133	Taxation of Business Entities	12	3
ALN105	Indirect Taxation	12	3

**COMMUNICATION TECHNOLOGY SECONDARY MAJOR**

(Bachelor of Education secondary major)

COB118	Communication Technology in Organisations	12	3
COB119	Text Formatting & Transcription	12	3
COB120	Business Communication	12	3
COB121	Records Management	12	3
COB122	Office Procedures	12	3
COB123	Issues in Communication Technology	12	3
COB126	Supervision & Administration	12	3
COB128	Supervised Project	12	3

**COMPUTER APPLICATIONS SECONDARY MAJOR**

ALB122	Law of Business Associations	12	3
ALB132	Taxation Law	12	3
AYB101	Computerised Accounting Systems	12	3
FNB112	Finance 2	12	4
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	

**COMPUTER APPLICATIONS SECONDARY MAJOR OPTIONS**

AYB212	Computer Security & Audit	12	3
FNB104	Computer Applications in Finance	12	4
FNB105	Computer Applications in Managerial Accounting	12	4



FNB106	Computer Applications in Public Practice	12	4
FNB117	Financial Modelling	12	4

**ECONOMICS SECONDARY MAJOR**  
(For Non Faculty of Business Students.)

EPB106	Australian Economic History OR	12	3
EPB111	Comparative Economic Systems	12	3
EPB114	Economic Development	12	3
EPB132	International Trade & Finance	12	3
EPB140	Macroeconomics	12	3
EPB142	Macroeconomic Theory	12	3
EPB150	Microeconomics	12	3
EPB152	Microeconomic Theory	12	3
EPB163	Research & Survey Methods	12	3

**ECONOMICS SECONDARY MAJOR**  
(For Faculty of Business students only.)

EPB106	Australian Economic History	12	3
EPB141	Macroeconomic Policy	12	3
EPB142	Macroeconomic Theory	12	3
EPB151	Microeconomic Policy	12	3
EPB152	Microeconomic Theory	12	3
	Elective	12	
	Elective	12	
	Elective	12	

**FILM AND TELEVISION PRODUCTION SECONDARY MAJOR**

MJB108	Creative Sound & Image	12	3
MJB113	Film Drama Production	12	3
MJB118	Fundamentals of Photography	12	3
MJB126	Video Production	12	3
MJB127	Narrative Concepts	12	3
MJB129	Film & Television Scriptwriting	12	3
MJB131	Television Studio/Post Production	12	3
MJB134	Video Documentary Production	12	3

**FINANCE SECONDARY MAJOR**

ALB122	Law of Business Associations	12	3
ALB132	Taxation Law	12	3
AYB101	Computerised Accounting Systems	12	3
FNB112	Finance 2	12	4
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	

**FINANCE SECONDARY MAJOR OPTIONS**

FNB113	Finance 3	12	4
FNB117	Financial Modelling	12	4
FNB120	International Finance	12	4
FNB121	Issues in Finance	12	4
FNB126	Portfolio & Security Analysis	12	4

**HUMAN RESOURCE MANAGEMENT SECONDARY MAJOR**

HRB103	Employment Regulation & Administration	12	3
HRB105	Human Resources & the Organisation	12	3
HRB130	Organisational Behaviour	12	3
HRB131	Personnel Management & Industrial Relations	12	3
HRB136	Strategic HRN	12	3
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	

**HUMAN RESOURCE MANAGEMENT SECONDARY MAJOR OPTIONS**

COB102	Consulting for Organisational Change	12	3
HRB100	Advanced Organisational Behaviour	12	3
HRB101	Advanced Training & Development	12	3
HRB102	Advocacy & Negotiation	12	3
HRB104	Foundation HRM Competencies	12	3
HRB107	Independent Study - HRD	12	3
	OR		
HRB108	Independent Study - HRM	12	3
HRB114	Industrial Relations Institutions	12	3
HRB119	Interviewing & Counselling	12	3
HRB120	Introductory Training & Development	12	3
HRB128	Occupational Health & Safety Management	12	3
HRB134	Recruitment & Selection	12	3
HRB144	Public Sector Industrial Relations	12	3
HRB402	Public Personnel Management	12	3
HRB146	Special Topic - HRM	12	3

**INDUSTRIAL RELATIONS SECONDARY MAJOR**

BSB102	Management & Organisation	12	3
HRB131	Personnel Management & Industrial Relations	12	3
HRX102	Industrial Relations Institutions	12	3
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	

**INDUSTRIAL RELATIONS SECONDARY MAJOR OPTIONS**

ALP102	Industrial Law	12	3
HRB102	Advocacy & Negotiation	12	3
HRB103	Employment Regulation & Administration	12	3
HRB105	Human Resources & the Organisation	12	3
HRB109	Industrial Democracy	12	3
HRB113	Industrial Relations History	12	3
HRB115	Industrial Relations Policies	12	3
HRB137	Wages & Employment	12	3
HRB138	Work & Society	12	3
HRB144	Public Sector Industrial Relations	12	3
HRP100	Comparative Industrial Relations	12	3

**JOURNALISM SECONDARY MAJOR**

MJB120	Newswriting	12	3
MJB121	Reporting Principles	12	3
MJB122	Sub-editing & Layout	12	3
MJB124	Feature Writing	12	3
MJB132	Radio/Television Journalism 1	12	3
MJB137	Public Affairs Reporting	12	3
MJB138	Radio/Television Journalism 2	12	3
MJB139	Journalistic Ethics & Issues	12	3

**MANAGEMENT SECONDARY MAJOR**

BSB102	Management & Organisation*	12	3
HRB126	Management Processes	12	3
HRB127	Management Theory & Issues	12	3
HRB131	Personnel Management & Industrial Relations	12	3
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	

\* An additional secondary major option must be substituted if this subject has already been completed.

**MANAGEMENT SECONDARY MAJOR OPTIONS**

COB102	Consulting for Organisational Change	12	3
FNB111	Finance 1	12	4
HRB105	Human Resources & the Organisation	12	3
HRB106	Independent Study in Management	12	3
HRB114	Industrial Relations Institutions	12	3
HRB118	International Management	12	3
HRB133	Public Sector Management	12	3
HRB135	Small Business Management	12	3
HRB140	Management & Technology	12	3
HRX108	Sports Administration	12	3
MKB141	Marketing Management	12	3

**MARKETING SECONDARY MAJOR**

MKB140	Principles of Marketing	12	3
MKB141	Marketing Management	12	3
MKB142	Consumer Behaviour	12	3
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	
	Secondary Major Option	12	

**MARKETING SECONDARY MAJOR OPTIONS**

MKB136	Marketing Logistics	12	3
MKB144	Sales Management	12	3
MKB145	Retailing Management 1	12	3
MKB146	Services Marketing	12	3
MKB148	Marketing Decision Making	12	3
MKB149	International Marketing	12	3
MKB152	Promotional Strategy	12	3
MKB155	Strategic Marketing	12	3

**MEDIA STUDIES SECONDARY MAJOR****(Bachelor of Education secondary major)**

MJB100	Media Production	12	3
MJB105	Film & Society	12	3
MJB109	Australian Television	12	3
MJB126	Video Production	12	3
MJB130	Media Text Analysis	12	3
MJB140	The Media & Society	12	3
MJB141	Film Language	12	3
MJB143	Australian Film	12	3

**MEDIA STUDIES SECONDARY MAJOR****(Bachelor of Arts secondary major)**

MJB105	Film & Society	12	3
MJB109	Australian Television	12	3
MJB130	Media Text Analysis	12	3
MJB140	The Media & Society	12	3
MJB141	Film Language	12	3
MJB143	Australian Film	12	3
	Secondary Major Option	12	
	Secondary Major Option	12	

**MEDIA STUDIES SECONDARY MAJOR OPTIONS**

MJB100	Media Production	12	3
MJB106	Screen Adaptation	12	3
MJB107	Gender & the Media	12	3
MJB110	Asian & Latin American Cinema	12	3
MJB126	Video Production	12	3
MJB144	European Cinema	12	3

MBJ146	Australian Documentary Film	12	3
MBJ147	Film Genres	12	3
MBJ149	Film History	12	3

**ORGANISATIONAL COMMUNICATION SECONDARY MAJOR**

BSB102	Management & Organisation	12	3
COB101	Computer Mediated Communication	12	3
COB106	Group Communications: Theory & Practice	12	3
COB112	Organisational Communication	12	3
COB157	Corporate Writing & Editing	12	3
COB158	Advanced Speech Communication: Theory & Practice	12	3
COP106	Communication Theory 1	12	3

**PUBLIC RELATIONS SECONDARY MAJOR**

MBJ120	Newswriting	12	3
MKB117	Public Relations Campaigns	12	3
MKB120	Public Relations Writing & Editing	12	3
MKB123	Publication Management	12	3
MKB124	Public Relations Principles	12	3
MKB129	Publicity & Promotion - Print	12	3
MKB130	Publicity & Promotion - Electronic	12	3
MKB133	Public Relations Consulting & Management	12	3

**■ Associate Diploma in Business (Industrial Relations) (BS10)**

**Location:** Kedron Park campus

**Course Duration:** 4 years part-time internal and external\*

**Total Credit Points:** 192

**Standard Credit Points/Full-Time Semester:** 48

**Course Coordinator:** Dr Don Lambert

Course Structure		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
HRX100	Australian Development	12	3
HRX103	Industrial Relations Skills 1	12	3
<b>Year 1, Semester 2</b>			
ALX102	The Legal Process	12	3
HRX107	Sociology of Work	12	3
<b>Year 2, Semester 1</b>			
ALX100	Australian Employment Law	12	3
HRX102	Industrial Relations Institutions	12	3
<b>Year 2, Semester 2</b>			
EPX104	Research Methods	12	3
HRX104	Industrial Relations Skills 2	12	3
<b>Year 3, Semester 1</b>			
COX100	Introduction to Organisation	12	3
EPX100	Elements of Labour Economics	12	3

\* It is unlikely that the external mode will be offered. Intending candidates for external study should contact the Faculty of Business for further information.

**Year 3, Semester 2**

EPX102	Macroeconomic Analysis	12	3
HRX101	Industrial Relations & Management	12	3

**Year 4, Semester 1**

HRX105	Industrial Relations Skills 3	12	3
HRX110	Workplace Issues	12	3

**Year 4, Semester 2**

ALX101	Australian Industrial Law	12	3
HRX106	Industrial Relations Skills 4	12	3