

# FACULTY OF BUSINESS



# FACULTY OF BUSINESS

## Gardens Point campus

### Course Structures

#### ■ Master of Business with Majors in Accountancy, Communication and Management (BSN218)

**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:

- 1 (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
- 1 (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 1 (a) above\*; AND
2. 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 twelve 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.*

## ACCOUNTANCY MAJOR

Coordinator for Accountancy Major: Mr John Polichronis

### Course Requirements

Students are required to complete satisfactorily 14 subjects and a dissertation. The dissertation ACN950 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 Lists 1, 2 and 3 respectively). The 14 subjects must include:

- (a) ACN114 Accounting Research;
- (b) a minimum of six Group A subjects from Lists 1, 2 and 3;
- (c) within the 14 subjects, a major sequence of five subjects from one of the Lists 1, 2 or 3;
- (d) 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 Queensland University of Technology or elsewhere, subject to the approval of the Head, School of Accountancy.

Subjects with code numbers beginning with ACN8 or ACP may not be counted for credit towards the Master of Business (Accountancy Major), the Graduate Diploma in Advanced Accounting or the Bachelor of Business – Accountancy (Honours).

Students must complete ACN114 Accounting Research as a prerequisite to enrolment in ACN950 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 School of Accountancy. Students are advised to seek a topic and to approach a supervisor early in their program. Each student is required to present a seminar to the Graduate Studies and Research Committee on the proposed dissertation topic in the semester prior to enrolment in ACN950.

### 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). Note that Professional Year Modules ACN110, ACN120, and ACN170 are equivalent to two subjects. Students should consult the School of Accountancy for details on subjects being offered in the current year. All programs of study must be approved by the Head, School of Accountancy.

#### List 1

##### PUBLIC ACCOUNTING

###### Group A

ACN111	Financial Accounting Honours
ACN118	International Accounting
ACN124	Auditing Honours
ACN127	External Reporting Issues
ACN999	Special Topic - Public Accounting

###### Group B

ACN112	Advanced Company Accounting
ACN121	Computer Auditing
ACN122	Audit Sampling
ACN123	Internal Auditing
ACN125	Auditing Standards & Practice
ACN126	Financial Reporting

#### List 2

##### MANAGERIAL ACCOUNTING/FINANCE

###### Group A

ACN151	Finance Honours
ACN153	International Finance

###### Group B

ACN152	Advanced Capital Budgeting
ACN155	Financial Modelling

ACN156 Financial Risk Management  
 ACN231 Managerial Accounting Honours  
 ACN232 Managerial Accounting Issues A

ACN233 Managerial Accounting Issues B  
 ACN998 Special Topic - Managerial Accounting/Finance

**List 3**

**COMMERCIAL LAW**

**Group A**

ACN172 International Taxation  
 ACN174 Liquidations & Receiverships  
 ACN175 Commercial Law Honours  
 ACN177 Taxation Policy Honours

**Group B**

ACN119 Company Secretarial Practice  
 ACN171 Advanced Taxation  
 ACN176 Indirect Taxation  
 ACN178 Tax Planning  
 ACN997 Special Topic - Commercial Law

**COMMUNICATION MAJOR**

**Coordinator for Communication Major: Dr Phil Crowe**

**Course Requirements**

Students must complete 12 subjects plus a thesis (192 credit points in total).

Students may specialise in either Communication Management or Communication Studies in the second year of the full-time program or in the third year of the part-time program.

**Full-Time Course Structure**

**Credit Points**

**Year 1, Semester 1**

CMP402	Communication Theory 2	12
CMP403	Communication Research Methodologies	12
CMP408	Communication Technologies & Society	12

One of the following subjects:

CMP500	Advanced Communication Seminar	12
CMP404	Advertising Seminar	12
CMP405	Journalism Seminar	12
CMP406	Public Relations Seminar	12

**Year 1, Semester 2**

CMP401	Communication Theory 1	12
CMP407	Communication Policy Environment	12
CMP409	Dissertation	24

**Year 2, Semester 1**

IFN001	Advanced Information Retrieval Skills	4
CMN832	Research Colloquium	8

EITHER

**COMMUNICATION STUDIES SPECIALISATION**

CMN811	Communication & Culture	12
CMN810	Communication & Society	12
CMN825	Australian Communication Contexts	12

OR

**COMMUNICATION MANAGEMENT SPECIALISATION**

CMN813	Communication Strategies	12
CMN821	Advanced Organisational Communication	12
CMN823	Current Issues in Communication	12

**Year 2, Semester 2**

CMN950	Thesis	48
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## Part-Time Course Structure

## Credit Points

### Year 1, Semester 1

CMP402	Communication Theory 2	12
CMP408	Communication Technologies & Society	12

### Year 1, Semester 2

CMP401	Communication Theory 1	12
CMP407	Communication Policy Environment	12

### Year 2, Semester 1

CMP403	Communication Research Methodologies	12
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One of the following subjects:

CMP404	Advertising Seminar	12
CMP405	Journalism Seminar	12
CMP406	Public Relations Seminar	12
CMP500	Advanced Communication Seminar	12

### Year 2, Semester 2

CMP409	Dissertation	24
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### Year 3, Semester 1

IFN001	Advanced Information Retrieval Skills	4
CMN832	Research Colloquium	8

EITHER

COMMUNICATION STUDIES SPECIALISATION

CMN811	Communication & Culture	12
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OR

COMMUNICATION MANAGEMENT SPECIALISATION

CMN813	Communication Strategies	12
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### Year 3, Semester 2

EITHER

COMMUNICATION STUDIES SPECIALISATION

CMN825	Australian Communication Contexts	12
CMN810	Communication & Society	12

OR

COMMUNICATION MANAGEMENT SPECIALISATION

CMN821	Advanced Organisational Communication	12
CMN823	Current Issues in Communication	12

### Year 4, Semester 1

CMN950	Thesis*	24
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### Year 4, Semester 2

CMN950	Thesis*	24
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### DISSERTATION (CMN409)

This will comprise a research-based report of not more than 10,000 words based on secondary research.

### THESIS (CMN950)

A thesis is a scholarly work which gives the student an opportunity to combine an appropriate theory or perspective, and appropriate, specific research methodology to examine a significant communication problem or issue. It will not exceed 20,000 words of main text. It will be graded satisfactory/unsatisfactory.

\* Subject extends over two semesters.

The student should select an area of study and find a staff member of the Communication Graduate Board of Studies who is willing to be the principal supervisor of a thesis in that area.

The student, in consultation with the staff member, should develop a formal thesis proposal. The student and relevant staff member will present the proposal to the Communication Graduate Board of Studies in the semester before the student commences the thesis. The Board will consider the appropriateness of the proposal and of the proposed principal supervisor. Once approved, the proposal will be registered.

After the Communication Graduate Board of Studies has approved the proposal, the student may proceed with the study, working closely with the principal supervisor, who is expected to oversee all aspects of the work. Students undertaking a thesis must comply with the requirement of the Communication Graduate Board of Studies in terms of progression and presentation.

The Communication Graduate Board of Studies may appoint an associate supervisor with expertise in a methodology or specific knowledge of the thesis topic. Any staff member or a person external to the University may be appointed as an associate supervisor, with approval of the Communication Graduate Board of Studies.

Students should normally expect to spend an average of one hour per week in collaboration with the principal and/or associate supervisors.

### Transitional Arrangements

Any masters students who are currently enrolled and who have not completed Mass Communication A and Mass Communication B will be permitted to take Communication Theory 1 and Communication Theory 2 from the restructured masters course instead of Mass Communication A and Mass Communication B. Other coursework subjects must be chosen in consultation with the Head of School or his/her nominee.

## MANAGEMENT MAJOR

**Coordinator for Management Major:** Mr Peter Carroll

### Course Requirements

Students must complete fifteen 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

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
MNN805	Current Issues in Australian Management A	12	3
MNN806	Current Issues in Australian Management B	12	3
MNN811	Policy Analysis	12	3
	Elective	12	3
<b>Year 1, Semester 2</b>			
MNN807	Research Design & Data Analysis	12	3
MNN808	Management, Technology & Social Change	12	3
MNN812	Organisational Psychology	12	3
MNN813	Advanced Marketing Management	12	3
<b>Year 2, Semester 1</b>			
MNN814	Organisational Economics	12	3
MNN815	Case Study Program	12	4
MNN816	Initial Project in Management	12	3
MNN820	Applied Research & Design	12	3

## Year 2, Semester 2

MNN830	Project & Seminar A	12	3
MNN831	Project & Seminar B	24	
	Elective, or approved special topic	12	3

## Part-Time Course Structure

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

### Year 1, Semester 1

MNN805	Current Issues in Australian Management A	12	3
MNN806	Current Issues in Australian Management B	12	3

### Year 1, Semester 2

MNN807	Research Design & Data Analysis	12	3
MNN808	Management, Technology & Social Change	12	3

### Year 2, Semester 1

	Elective	12	3
MNN811	Policy Analysis	12	3

### Year 2, Semester 2

MNN812	Organisational Psychology	12	3
MNN813	Advanced Marketing Management	12	3

### Year 3, Semester 1

MNN814	Organisational Economics	12	3
MNN815	Case Study Program	12	3

### Year 3, Semester 2

	Elective, or approved special topic	12	3
MNN816	Initial Project in Management	12	3

### Year 4, Semester 1

MNN830	Project & Seminar A	12	3
MNN820	Applied Research & Design	12	3

### Year 4, Semester 2

MNN831	Project & Seminar B	24	
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## Notes

1. 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, MNN831 Project & Seminar B, is the equivalent of two three-hour-per-week subjects and is undertaken in the final semester of the course.
2. 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.
3. Students may do 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 Administration (MNN246)

**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

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:

- an undergraduate degree qualification from a recognised Australian or overseas institution;
- at least two years of appropriate full-time work experience; AND
- an appropriate level 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.

**Coordinator for Management Major:** Dr Alan Williams

**Coordinator for Accounting Major:** Mr John Polichronis

### MANAGEMENT MAJOR Full-Time Course Structure

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
MNN100	Introduction to Management	12	3
ACN813	Accounting Principles	12	3
MNN106	Managerial Economics	12	3
MNN204	Marketing Methods & Practices	12	3
<b>Year 1, Semester 2</b>			
MNN202	Decision Support Systems	12	3
MNN203	Government-Business Relations	12	3
ACN834	Business Law & Ethics	12	3
MNN302	People in Organisations	12	3
<b>Year 2, Semester 1</b>			
MNN201	Labour-Management Relations	12	3
	Elective	12	3
	Elective	12	3
	Elective	12	3
<b>Year 2, Semester 2</b>			
MNN403	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>			
MNN100	Introduction to Management	12	3
ACN813	Accounting Principles	12	3
<b>Year 1, Semester 2</b>			
MNN202	Decision Support Systems	12	3
MNN203	Government-Business Relations	12	3
<b>Year 2, Semester 1</b>			
MNN106	Managerial Economics	12	3
MNN204	Marketing Methods & Practices	12	3
<b>Year 2, Semester 2</b>			
MNN302	People in Organisations	12	3
ACN234	Business Law & Ethics	12	3
<b>Year 3, Semester 1</b>			
MNN201	Labour-Management Relations	12	3
	Elective	12	3
<b>Year 3, Semester 2</b>			
MNN403	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
<b>ACCOUNTANCY MAJOR</b>			
<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
MNN100	Introduction to Management	12	3
ACN810	Financial Accounting I	12	3
MNN106	Managerial Economics	12	3
MNN204	Marketing Methods & Practices	12	3
<b>Year 1, Semester 2</b>			
MNN203	Government-Business Relations	12	3
MNN202	Decision Support Systems	12	3
	Elective	12	3
ACN834	Business Law & Ethics	12	3
<b>Year 2, Semester 1</b>			
ACN835	Managerial Finance	12	3
MNN302	People in Organisations	12	3
	Elective	12	3
	Elective	12	3

**Year 2, Semester 2**

MNN403	Business Policy	12	3
	Elective	12	3
	Elective	12	3
	Elective	12	3

**Part-Time Course Structure**

<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
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**Year 1, Semester 1**

MNN100	Introduction to Management	12	3
ACN810	Financial Accounting I	12	3

**Year 1, Semester 2**

MNN203	Government-Business Relations	12	3
MNN202	Decision Support Systems	12	3

**Year 2, Semester 1**

MNN106	Managerial Economics	12	3
MNN204	Marketing Methods & Practices	12	3

**Year 2, Semester 2**

	Elective	12	3
ACN834	Business Law & Ethics	12	3

**Year 3, Semester 1**

ACN835	Managerial Finance	12	3
MNN302	People in Organisations	12	3

**Year 3, Semester 2**

MNN403	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

**Incompatible Subjects**

Note that ACN813 Accounting Principles is incompatible with ACN810 Financial Accounting I.

**Electives**

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 your School for a list of electives available in 1991.

MBA candidates will be permitted to undertake electives from a limited number of advanced undergraduate subjects offered by the Schools of Management, Accountancy and Communication. A small number of Master of Business subjects may also be available as MBA electives.

The subject MNN404 Applied Research Project, which may be taken as an elective, allows the student to demonstrate an ability to plan and execute a significant piece of applied research, or to conduct an independent study of an applied area, with a minimum of supervision.

### **Exemptions/Substitutions**

- (a) A student who has completed QUT's Graduate Diploma in Business Administration (GDBA) will be eligible to apply for MBA exemptions of up to eight subjects. Such exemptions will not be awarded as a whole; rather, they will be granted on a subject by subject basis on the basis of successful previous study.
- (b) An MBA student who has been accorded exemptions will not be permitted to graduate with a GDBA unless he/she actually completes six GDBA/MBA subjects offered by this University.
- (c) 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 5.0 on a 1.0 - 7.0 scale) in each case.
- (d) All exemptions will be dealt with in terms of QUT policies.

### **Relationship between MBA and GDBA**

Following the successful completion of eight MBA subjects (including at least six of the twelve compulsory subjects), 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 Advanced Accounting (ACM174)**

**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 John Polichronis

### **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.

#### **SPECIAL ENTRY**

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.

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 semester subjects (96 credit points total). A minimum of six subjects must be selected from Lists 1, 2 and 3. Up to two School of Management postgraduate subjects may be selected from List 4.

## Schedule of Subjects

All subjects are twelve credit points, approximately three hours of formal contact per week.

### List 1

#### PUBLIC ACCOUNTING

ACN111	Financial Accounting Honours	ACN123	Internal Auditing
ACN112	Advanced Company Accounting	ACN125	Auditing Standards & Practice
ACN118	International Accounting	ACN126	Financial Reporting
ACN121	Computer Auditing	ACN127	External Reporting Issues
ACN122	Audit Sampling	ACN999	Special Topic - Public Accounting

### List 2

#### MANAGERIAL ACCOUNTING/FINANCE

ACN151	Finance Honours	ACN231	Managerial Accounting Honours
ACN152	Advanced Capital Budgeting	ACN232	Managerial Accounting Issues A
ACN153	International Finance	ACN233	Managerial Accounting Issues B
ACN155	Financial Modelling	ACN998	Special Topic - Managerial Accounting/Finance
ACN156	Financial Risk Management		

### List 3

#### COMMERCIAL LAW

ACN119	Company Secretarial Practice	ACN176	Indirect Taxation
ACN171	Advanced Taxation	ACN177	Taxation Policy Honours
ACN172	International Taxation	ACN178	Tax Planning
ACN174	Liquidations & Receiverships	ACN997	Special Topic - Commercial Law
ACN175	Commercial Law Honours		

### List 4

#### MANAGEMENT

MNN203	Government Business Relations	MNN302	People in Organisations
MNN204	Marketing Methods & Practices	MNN403	Business Policy

Students should consult the School of Accountancy for details of subjects being offered in the current year. All programs of study must be approved by the Head, School of Accountancy, or the chairperson, Graduate Studies Committee.

### Transition Arrangements

Students who have completed the professional year modules at QUT prior to 1989 are required to complete three other subjects as per the rules above. Students commencing the PY and the GDAA from 1989 onwards must complete under the new rules. Students in doubt about their status should consult the head of Postgraduate Studies.

## ■ Graduate Diploma in Business Administration (MNM155)

**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 twelve 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.

## ■ Graduate Diploma in Communication Practice (CMM244)

**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 Phil Crowe

### Entry Requirements

A degree or diploma from a recognised tertiary institution, with the provision that diploma graduates may be required to undertake additional work at the discretion of Head of School of Communication and his/her nominee.

#### 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.

QUT Communication graduates, if they enrol in the Graduate Diploma course, must select an area different from their undergraduate major. These students will take CMP402 Communication Theory II instead of CMB014 Writing and Communication Theory.

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

##### Semester 1

CMB014	Writing & Communication Theory	12
CMB241	Introduction to Advertising	12
CMB363	Advertising Copywriting - Print	12
CMB541	Media Strategy	12

##### Semester 2

CMP401	Communication Theory I	12
CMB544	Direct Response Advertising	12
	Elective	12
	Elective	12

## Part-Time Course Structure

### Year 1, Semester 1

CMB014	Writing & Communication Theory	12
CMP241	Introduction to Advertising	12

### Year 1, Semester 2

CMB401	Communication Theory I	12
CMB363	Advertising Copywriting - Print	12

### Year 2, Semester 1

CMB541	Media Strategy	12
	Elective	12

### Year 2, Semester 2

CMB544	Direct Response Advertising	12
	Elective	12

## FILM AND TELEVISION PRODUCTION MAJOR

### Full-Time Course Structure

### Credit Points

#### Semester 1

CMB014	Writing & Communication Theory	12
CMB163	Introduction to Audio-visual Communication	12
CMB464	Video Production Techniques	12
CMB561	Film & Television Scriptwriting	12

#### Semester 2

CMP401	Communication Theory I	12
CMB592	Video Documentary Production	12
	Elective	12
	Elective	12

## Part-Time Course Structure

## Credit Points

### Year 1, Semester 1

CMB014	Writing & Communication Theory	12
CMB163	Introduction to Audio-visual Communication	12

### Year 1, Semester 2

CMB464	Video Production Techniques	12
CMB401	Communication Theory I	12

### Year 2, Semester 1

CMB561	Film & Television Scriptwriting	12
	Elective	12

### Year 2, Semester 2

CMB592	Video Documentary Production	12
	Elective	12

## FUNDRAISING MAJOR

### Full-Time Course Structure

### Credit Points

#### Semester 1

CMB014	Writing & Communication Theory	12
CMP352	Fundraising Principles	12
MNB253	Introductory Marketing	12
	Elective	12

**Semester 2**

CMP401	Communication Theory I	12
CMP590	Fundraising Campaigns	12
CMB544	Direct Response Advertising	12
	Elective	12

**Part-Time Course Structure****Credit Points****Year 1, Semester 1**

CMB014	Writing & Communication Theory	12
CMP352	Fundraising Principles	12

**Year 1, Semester 2**

CMP401	Communication Theory I	12
MNB253	Introductory Marketing	12

**Year 2, Semester 1**

CMB544	Direct Response Advertising	12
	Elective	12

**Year 2, Semester 2**

CMP590	Fundraising Campaigns	12
	Elective	12

**JOURNALISM MAJOR****Full-Time Course Structure****Credit Points****Semester 1**

CMB014	Writing & Communication Theory	12
CMP110	Journalistic Writing	12
CMB673	Journalism Ethics & Issues	12
	Elective	12

**Semester 2**

CMB462	Magazine & Feature Writing	12
CMB371	Sub-editing & Layout	12
CMP401	Communication Theory 1	12
	Elective	12

**Part-Time Course Structure****Credit Points****Year 1, Semester 1**

CMB014	Writing & Communication Theory	12
CMP110	Journalistic Writing	12

**Year 1, Semester 2**

CMB462	Magazine & Feature Writing	12
CMP401	Communication Theory 1	12

**Year 2, Semester 1**

CMP401	Communication Theory I	12
CMB673	Journalism Ethics & Issues	12
	Elective	12

**Year 2, Semester 2**

CMB371	Sub-Editing & Layout	12
	Elective	12



**ORGANISATIONAL COMMUNICATION MAJOR****Full-Time Course Structure****Credit Points****Semester 1**

CMB014	Writing & Communication Theory	12
CMB012	Speech Communication	12
CMB321	Communication in Small Groups	12
	Elective	12

**Semester 2**

CMB307	Advanced Professional Writing	12
CMP125	Organisational Communication	12
CMP401	Communication Theory 1	12
	Elective	12

**Part-Time Course Structure****Credit Points****Year 1, Semester 1**

CMB014	Writing & Communication Theory	12
CMB321	Communication in Small Groups	12

**Year 1, Semester 2**

CMP401	Communication Theory I	12
CMB012	Speech Communication	12

**Year 2, Semester 1**

	Elective	12
	Elective	12

**Year 2, Semester 2**

CMP125	Organisational Communication	12
CMB307	Advanced Professional Writing	12

**PUBLIC RELATIONS MAJOR****Full-Time Course Structure****Credit Points****Semester 1**

CMB014	Writing & Communication Theory	12
CMB452	Introduction to Public Relations	12
CMB552	Publicity & Promotion - Print	12
	Elective	12

**Semester 2**

CMP401	Communication Theory I	12
CMB451	Industrial Press	12
CMB651	Advanced Public Relations	12
	Elective	12

**Part-Time Course Structure****Credit Points****Year 1, Semester 1**

CMB014	Writing & Communication Theory	12
CMB452	Introduction to Public Relations	12

**Year 1, Semester 2**

CMB552	Publicity & Promotion - Print	12
CMP401	Communication Theory I	12

**Year 2, Semester 1**

CMB451	Industrial Press	12
	Elective	12

## Year 2, Semester 2

CMB651	Advanced Public Relations	12
	Elective	12

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 CMB code numbers may be waived for students in the Graduate Diploma in Communication Practice at the discretion of the Head of School or his/her nominee.

## ■ Bachelor of Business (Accountancy) with Honours (ACJ259)

**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 John Polichronis

### Entry Requirements

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

- (i) a QUT Bachelor of Business – Accountancy degree or equivalent and should have attained a Grade Point Average (GPA) of at least 5.0 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, or whose application is based on other factors including work experience or involvement in research, may be admitted at the discretion of the Dean.

### Course Requirements

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Core Subjects</b>			
ACN111	Financial Accounting Honours	12	3
ACN151	Finance Honours	12	3
ACN231	Managerial Accounting Honours	12	3
ACN114	Accounting Research	12	3
ACN950	Dissertation	24	

### Elective Subjects\*

Select two:

ACN124	Auditing Honours	12	3
ACN177	Taxation Policy Honours	12	3
ACN175	Commercial Law Honours	12	3
	or any ACN coded subject from the Master of Business - Accountancy program		

\* Subjects with code numbers beginning with ACN8 or ACP may not be taken as electives in the honours program.

## ■ Special requirements for all degree courses in the Faculty of Business, Gardens Point campus

- 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 – Accountancy (ACJ151)

**Location:** Gardens Point campus

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

**Total Credit Points:** 288

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

### Professional Recognition

Students completing the Bachelor of Business – Accountancy degree satisfy the academic requirements for membership of various professional associations and statutory bodies.

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); Public Accountants Registration Board (PARB); Companies Auditors Board (CAB); Tax Agents Registration Board (TARB); Australian Institute of Bankers (AIB); 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).

To satisfy the academic requirements for Associate level membership of the ASCPA, graduates must have completed the Accounting Major, the Business Computing Major, or the Banking and Finance Major.

To satisfy the academic requirements for CPA level membership of the ASCPA and membership of the ICA, graduates must complete the Accounting Major; or complete the Business Computing Major, and then undertake a further subject ACB340 Taxation Law and Practice; or complete the Banking and Finance Major, including ACB311 Auditing as an elective.

Students wishing to satisfy the academic requirements of the Australian Institute of Bankers for Senior Associate status must include the subjects:

ACB345	Financial Institutions - Law
ACB350	Financial Institutions - Lending
ACB351	Financial Institutions - Management.

Three years' practical banking experience is also required.

<b>ACCOUNTING MAJOR</b>			
<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
ACB110	Accounting I	12	4
ISB392	Business Computing	12	4
MNB151	Microeconomic Analysis	12	3
MAB173	Quantitative Methods	12	3
<b>Year 1, Semester 2</b>			
ACB115	Accounting II	12	4
ACB140	Business Law	12	4
MNB251	Macroeconomic Analysis	12	3
MNB252	Business Statistics	12	3
<b>Year 2, Semester 1</b>			
ISB492	Computerised Accounting Systems	12	4
ACB240	Law of Business Associations	12	4
ACB212	Company Accounting	12	4
CMB105	Business Communication	12	3
<b>Year 2, Semester 2</b>			
MNB412	Management & Organisations	12	3
ACB230	Financial Management I	12	4
ACB220	Cost Accounting	12	4
	Elective for major	12	3-4
<b>Year 3, Semester 1</b>			
ACB340	Taxation Law & Practice	12	4
ACB321	Managerial Accounting	12	4
ACB331	Financial Management II	12	4
ACB311	Auditing	12	3
<b>Year 3, Semester 2</b>			
ACB310	Accounting Theory & Practice	12	4
	Elective for major	12	3-4
	Elective for major	12	3-4
	General Elective	12	3-4
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
ACB110	Accounting I	12	4
MNB151	Microeconomic Analysis	12	3
<b>Year 1, Semester 2</b>			
ACB115	Accounting II	12	4
MNB251	Macroeconomic Analysis	12	3
<b>Year 2, Semester 1</b>			
ISB392	Business Computing	12	4
MAB173	Quantitative Methods	12	3
<b>Year 2, Semester 2</b>			
ACB140	Business Law	12	4
MNB252	Business Statistics	12	3
<b>Year 3, Semester 1</b>			
CMB105	Business Communication	12	3
ISB492	Computerised Accounting Systems	12	4

**Year 3, Semester 2**

MNB412	Management & Organisations	12	3
ACB230	Financial Management I	12	4

**Year 4, Semester 1**

ACB240	Law of Business Associations	12	4
ACB212	Company Accounting	12	4

**Year 4, Semester 2**

ACB220	Elective for major	12	3-4
	Cost Accounting	12	4

**Year 5, Semester 1**

ACB311	Auditing	12	3
ACB340	Taxation Law & Practice	12	4

**Year 5, Semester 2**

ACB310	Accounting Theory & Practice	12	4
	Elective for major	12	3-4

**Year 6, Semester 1**

ACB321	Managerial Accounting	12	4
ACB331	Financial Management II	12	4

**Year 6, Semester 2**

	Elective for major	12	3-4
	General Elective	12	3-4

**BUSINESS COMPUTING MAJOR****Full-Time Course Structure****Credit  
Points****Contact  
Hrs/Wk****Year 1, Semester 1**

ACB110	Accounting I	12	4
MNB151	Microeconomic Analysis	12	3
MAB173	Quantitative Methods	12	3
CSB181	Introduction to Computer Science	12	3

**Year 1, Semester 2**

ACB115	Accounting II	12	4
MNB251	Macroeconomic Analysis	12	3
ISB392	Business Computing	12	4
MNB252	Business Statistics	12	3

**Year 2, Semester 1**

ISB492	Computerised Accounting Systems	12	4
ACB140	Business Law	12	4
ISB283	Database & Procedural Languages	12	3
CMB105	Business Communication	12	3

**Year 2, Semester 2**

ISB290	Information Systems Analysis & Design II	12	3
INB285	Data Communications	12	4
ACB220	Cost Accounting	12	4
MNB412	Management & Organisations	12	3

**Year 3, Semester 1**

ISP381	Advanced Information Systems OR	12	3
ISP383	Office Information Systems	12	3
ACB311	Auditing	12	3

ACB212	Company Accounting	12	4
ACB240	Law of Business Associations	12	4

### Year 3, Semester 2

ACB360	Computer Security & Audit	12	3
ACB310	Accounting Theory & Practice	12	4
ACB230	Financial Management I	12	4
ACB321	Managerial Accounting	12	4

### Part-Time Course Structure

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

#### Year 1, Semester 1

ACB110	Accounting I	12	4
MNB151	Microeconomic Analysis	12	3

#### Year 1, Semester 2

ACB115	Accounting II	12	4
MNB251	Macroeconomic Analysis	12	3

#### Year 2, Semester 1

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

#### Year 2, Semester 2

ISB392	Business Computing	12	4
MNB252	Business Statistics	12	3

#### Year 3, Semester 1

CMB105	Business Communication	12	3
ISB492	Computerised Accounting Systems	12	4

#### Year 3, Semester 2

MNB412	Management & Organisations	12	3
ISB290	Information Systems Analysis & Design II	12	3

#### Year 4, Semester 1

ACB140	Business Law	12	4
ISB283	Database & Procedural Languages	12	3

#### Year 4, Semester 2

INB285	Data Communications	12	4
ACB220	Cost Accounting	12	4

#### Year 5, Semester 1

ISP381	Advanced Information Systems OR		
ISP383	Office Information Systems	12	3
ACB212	Company Accounting	12	4

#### Year 5, Semester 2

ACB310	Accounting Theory & Practice	12	4
ACB360	Computer Security & Audit	12	3

#### Year 6, Semester 1

ACB240	Law of Business Associations	12	4
ACB311	Auditing	12	3

#### Year 6, Semester 2

ACB230	Financial Management I	12	4
ACB321	Managerial Accounting	12	4

**BANKING AND FINANCE MAJOR  
Full-Time Course Structure**

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
ACB110	Accounting I	12	4
ISB392	Business Computing	12	4
MNB151	Microeconomic Analysis	12	3
MAB173	Quantitative Methods	12	3
<b>Year 1, Semester 2</b>			
ACB115	Accounting II	12	4
MNB251	Macroeconomic Analysis	12	3
ACB140	Business Law	12	4
MNB252	Business Statistics	12	3
<b>Year 2, Semester 1</b>			
ISB492	Computerised Accounting Systems	12	4
ACB240	Law of Business Associations	12	4
ACB212	Company Accounting	12	4
CMB105	Business Communication	12	3
<b>Year 2, Semester 2</b>			
MNB412	Management & Organisations	12	3
ACB230	Financial Management I	12	4
ACB220	Cost Accounting	12	4
ACB231	Australian Capital Markets	12	3
<b>Year 3, Semester 1</b>			
ACB351	Financial Institutions - Management	12	4
ACB350	Financial Institutions - Lending	12	3
ACB340	Taxation Law & Practice	12	4
ACB331	Financial Management II	12	4
<b>Year 3, Semester 2</b>			
ACB310	Accounting Theory & Practice	12	4
ACB336	International Finance	12	3
	Elective for major	12	3-4
	Elective for major	12	3-4

**Part-Time Course Structure**

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
ACB110	Accounting I	12	4
MNB151	Microeconomic Analysis	12	3
<b>Year 1, Semester 2</b>			
ACB115	Accounting II	12	4
MNB251	Macroeconomic Analysis	12	3
<b>Year 2, Semester 1</b>			
ACB140	Business Law	12	4
MAB173	Quantitative Methods	12	3
<b>Year 2, Semester 2</b>			
CMB105	Business Communication	12	3
MNB252	Business Statistics	12	3

**Year 3, Semester 1**

ISB392	Business Computing	12	4
ACB240	Law of Business Associations	12	4

**Year 3, Semester 2**

MNB412	Management & Organisations	12	3
ACB220	Cost Accounting	12	4

**Year 4, Semester 1**

ISB492	Computerised Accounting Systems	12	4
ACB212	Company Accounting	12	4

**Year 4, Semester 2**

ACB230	Financial Management I	12	4
ACB231	Australian Capital Markets	12	3

**Year 5, Semester 1**

ACB351	Financial Institutions - Management	12	4
ACB331	Financial Management II	12	4

**Year 5, Semester 2**

ACB310	Accounting Theory & Practice	12	4
ACB336	International Finance	12	3

**Year 6, Semester 1**

ACB350	Financial Institutions - Lending	12	3
ACB340	Taxation Law & Practice	12	4

**Year 6, Semester 2**

	Elective for major	12	3-4
	Electivefor major	12	3-4

Electives		Semester Offered	Credit Points	Contact Hrs/Wk
ACB312	Auditing & Professional Practice	1,2	12	4
ACB320	Government Accounting	2	12	4
ACB332	Portfolio & Security Analysis	2	12	3-4
ACB335	Insurance Risk Management	2	12	4
ACB341	Commercial & Securities Law	1,2	12	3
ACB342	Company Law & Practice	1,2	12	4
ACB343	Taxation of Business Entities	1,2	12	4
ACB344	Taxation & Professional Practice	2	12	3
ACB345	Financial Institutions - Law	2	12	3-4
ACB352	Comparative Financial Systems	2	12	4
ACB322	Financial Modelling	2	12	4
ACB999	Special Topic Accountancy	1,2	12	3
ACB380	Law & Communication	1,2	12	3

**■ Bachelor of Business – Communication\* (CMJ153)****Location:** Gardens Point campus**Course Duration:** 3 years full-time, 6 years part-time**Total Credit Points:** 288**Standard Credit Points/Full-Time Semester:** 48

\* See Note, page 289.



**Coordinator for Advertising Major:** Mr Vince Henderson

**Coordinator for Film and Television Major:** Mr Ridley Williams

**Coordinator for Journalism Major:** Dr Len Granato

**Coordinator for Public Relations Major:** Mr Bernie Murchison

### Special Course Requirement

All students are expected to type efficiently and Journalism Majors to learn Teeline shorthand.

### ADVERTISING MAJOR

#### Full-Time Course Structure

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
CMB014	Writing & Communication Theory	12	4
CMB012	Speech Communication	12	3
CMB111	Sociology	12	3
CMB359	Newswriting	12	3

#### Year 1, Semester 2

CMB211	Communication Research	12	3
CMB163	Introduction to Audio-visual Communication	12	3
MNB253	Introductory Marketing	12	3
CMB241	Introduction to Advertising	12	3

#### Year 2, Semester 1

CMB423	Australian Media Institutions	12	3
CMB363	Advertising Copywriting - Print	12	3
CMB541	Media Strategy	12	3
CMB442	Motivation & Ethics in Advertising	12	3

#### Year 2, Semester 2

CMB562	Media Text Analysis	12	3
	Core Option 1*	12	3
	Elective 1	12	3
	Elective 2	12	3

#### Year 3, Semester 1

CMB542	Advertising Management	12	3
	Core Option 2*		
	Core Option 3*	12	3
	Elective 3	12	3

#### Year 3, Semester 2

CMB641	Advertising Campaigns	12	3
CMB544	Direct Response Advertising	12	3
	Core Option 4*	12	3
	Elective 4	12	3

#### Part-Time Course Structure

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
CMB014	Writing & Communication Theory	12	4
CMB111	Sociology	12	3

\* Core Options for Advertising students should be chosen in consultation with Advertising Coordinator, Mr Vince Henderson.

**Year 1, Semester 2**

CMB012	Speech Communication	12	3
CMB359	Newswriting	12	3

**Year 2, Semester 1**

CMB211	Communication Research	12	3
MNB253	Introductory Marketing	12	3

**Year 2, Semester 2**

CMB423	Australian Media Institutions	12	3
CMB442	Motivation & Ethics in Advertising	12	3

**Year 3, Semester 1**

CMB163	Introduction to Audio-visual Communication	12	3
CMB241	Introduction to Advertising	12	3

**Year 3, Semester 2**

CMB363	Advertising Copywriting - Print Core Option 1*	12 12	3 3
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**Year 4, Semester 1**

CMB562	Media Text Analysis Elective 1	12 12	3 3
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**Year 4, Semester 2**

CMB541	Media Strategy Core Option 2*	12 12	3 3
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**Year 5, Semester 1**

CMB544	Direct Response Advertising Elective 2	12 12	3 3
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**Year 5, Semester 2**

CMB542	Advertising Management Elective 3	12 12	3 3
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**Year 6, Semester 1**

CMB641	Advertising Campaigns Core Option 3*	12 12	3 3
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**Year 6, Semester 2**

	Core Option 4*	12	3
	Elective 4	12	3

**FILM AND TELEVISION MAJOR****Full-Time Course Structure**

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
CMB014	Writing & Communication Theory	12	4
CMB012	Speech Communication	12	3
CMB111	Sociology	12	3
CMB359	Newswriting	12	3
<b>Year 1, Semester 2</b>			
CMB211	Communication Research	12	3
CMB163	Introduction to Audio-visual Communication	12	3

\* Core Options for Advertising students should be chosen in consultation with Advertising Coordinator, Mr Vince Henderson.

CMB321	Communication in Small Groups	12	3
	Professional Subject 1*	12	3
<b>Year 2, Semester 1</b>			
CMB423	Australian Media Institutions	12	3
CMB161	Literature & Communication	12	3
CMB464	Video Production Techniques	12	3
CMB466	Narrative Concepts	12	3
<b>Year 2, Semester 2</b>			
CMB562	Media Text Analysis	12	3
CMB561	Film & Television Scriptwriting	12	3
CMB592	Video Documentary Production	12	3
	Elective 1	12	3
<b>Year 3, Semester 1</b>			
CMB662	Film Drama Production	12	3
CMB564	Television Studio/Post Production	12	3
	Elective 2	12	3
	Elective 3	12	3
<b>Year 3, Semester 2</b>			
CMB664	Film & Video Business	12	3
CMB212	Australian Studies	12	3
	Elective 4	12	3
	Professional Subject 2*	12	3
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
CMB014	Writing & Communication Theory	12	4
CMB111	Sociology	12	3
<b>Year 1, Semester 2</b>			
CMB012	Speech Communication	12	3
CMB359	Newswriting	12	3
<b>Year 2, Semester 1</b>			
CMB321	Communication in Small Groups	12	3
	Professional Subject 1*	12	3
<b>Year 2, Semester 2</b>			
CMB423	Australian Media Institutions	12	3
CMB161	Literature & Communication	12	3
<b>Year 3, Semester 1</b>			
CMB163	Introduction to Audio-visual Communication	12	3
CMB211	Communication Research	12	3
<b>Year 3, Semester 2</b>			
CMB464	Video Production Techniques	12	3
CMB466	Narrative Concepts	12	3
<b>Year 4, Semester 1</b>			
CMB561	Film & Television Scriptwriting	12	3
CMB592	Video Documentary Production	12	3
<b>Year 4, Semester 2</b>			
CMB662	Film Drama Production	12	3
	Elective 1	12	3

\* Professional Subjects 1 and 2 are chosen in consultation with Course Coordinators.

**Year 5, Semester 1**

CMB562	Media Text Analysis	12	3
CMB212	Australian Studies	12	3

**Year 5, Semester 2**

CMB564	Television Studio/Post Production	12	3
	Elective 2	12	3

**Year 6, Semester 1**

CMB664	Film & Video Business	12	3
	Elective 3	12	3

**Year 6, Semester 2**

	Professional Subject 2*	12	3
	Elective 4	12	3

**JOURNALISM MAJOR****Full-Time Course Structure**

<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
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**Year 1, Semester 1**

CMB014	Writing & Communication Theory	12	4
CMB012	Speech Communication	12	3
CMB111	Sociology	12	3
CMB359	Newswriting	12	3

**Year 1, Semester 2**

CMB211	Communication Research	12	3
CMB163	Introduction to Audio-visual Communication	12	3
CMB321	Communication in Small Groups	12	3
CMB360	Reporting Principles	12	3

**Year 2, Semester 1**

CMB423	Australian Media Institutions	12	3
CMB161	Literature & Communication	12	3
CMB464	Video Production Techniques	12	3
CMB462	Magazine & Feature Writing	12	3

**Year 2, Semester 2**

CMB562	Media Text Analysis	12	3
CMB212	Australian Studies	12	3
CMB571	Radio/Television Journalism I	12	3
CMB311	Contemporary Social Issues	12	3

**Year 3, Semester 1**

CMB371	Sub-editing & Layout	12	3
CMB672	Radio/Television Journalism II	12	3
	Elective 1	12	3
	Elective 2	12	3

**Year 3, Semester 2**

CMB671	Public Affairs Reporting	12	3
CMB673	Journalism Ethics & Issues	12	3
	Elective 3	12	3
	Elective 4	12	3

\* Professional Subjects 1 and 2 are chosen in consultation with Course Coordinators.

**Part-Time Course Structure****Credit  
Points****Contact  
Hrs/Wk****Year 1, Semester 1**CMB014 Writing & Communication Theory  
CMB111 Sociology12 4  
12 3**Year 1, Semester 2**CMB012 Speech Communication  
CMB359 Newswriting12 3  
12 3**Year 2, Semester 1**CMB321 Communication in Small Groups  
CMB360 Reporting Principles12 3  
12 3**Year 2, Semester 2**CMB423 Australian Media Institutions  
CMB462 Magazine & Feature Writing12 3  
12 3**Year 3, Semester 1**CMB163 Introduction to Audio-visual Communication  
CMB211 Communication Research12 3  
12 3**Year 3, Semester 2**CMB464 Video Production Techniques  
CMB161 Literature & Communication12 3  
12 3**Year 4, Semester 1**CMB562 Media Text Analysis  
CMB571 Radio/Television Journalism I12 3  
12 3**Year 4, Semester 2**CMB311 Contemporary Social Issues  
Elective 112 3  
12 3**Year 5, Semester 1**CMB212 Australian Studies  
Elective 212 3  
12 3**Year 5, Semester 2**CMB371 Sub-editing & Layout  
CMB672 Radio/Television Journalism II12 3  
12 3**Year 6, Semester 1**CMB671 Public Affairs Reporting  
CMB673 Journalism Ethics & Issues12 3  
12 3**Year 6, Semester 2**Elective 3  
Elective 412 3  
12 3**PUBLIC RELATIONS MAJOR****Full-Time Course Structure****Credit  
Points****Contact  
Hrs/Wk****Year 1, Semester 1**CMB014 Writing & Communication Theory  
CMB012 Speech Communication  
CMB111 Sociology  
CMB359 Newswriting12 4  
12 3  
12 3  
12 3

**Year 1, Semester 2**

CMB211	Communication Research	12	3
CMB163	Introduction to Audio-visual Communication	12	3
CMB321	Communication in Small Groups	12	3
CMB452	Introduction to Public Relations	12	3

**Year 2, Semester 1**

CMB423	Australian Media Institutions	12	3
CMB161	Literature & Communication	12	3
CMB464	Video Production Techniques	12	3
CMB552	Publicity & Promotion - Print	12	3

**Year 2, Semester 2**

CMB451	Industrial Press	12	3
CMB212	Australian Studies	12	3
CMB562	Media Text Analysis	12	3
CMB553	Publicity & Promotion - Electronic	12	3

**Year 3, Semester 1**

CMB422	Professional Speechwriting	12	3
CMB666	PR Consulting & Management	12	3
	Elective 1	12	3
	Elective 2	12	3

**Year 3, Semester 2**

CMB351	Community Relations	12	3
CMB651	Advanced Public Relations	12	3
	Elective 3	12	3
	Elective 4	12	3

**Part-Time Course Structure**

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

**Year 1, Semester 1**

CMB014	Writing & Communication Theory	12	4
CMB111	Sociology	12	3

**Year 1, Semester 2**

CMB012	Speech Communication	12	3
CMB359	Newsriting	12	3

**Year 2, Semester 1**

CMB321	Communication in Small Groups	12	3
CMB452	Introduction to Public Relations	12	3

**Year 2, Semester 2**

CMB423	Australian Media Institutions	12	3
CMB161	Literature & Communication	12	3

**Year 3, Semester 1**

CMB163	Introduction to Audio-visual Communication	12	3
CMB211	Communication Research	12	3

**Year 3, Semester 2**

CMB464	Video Production Techniques	12	3
CMB552	Publicity & Promotion - Print	12	3

**Year 4, Semester 1**

CMB562	Media Text Analysis	12	3
CMB553	Publicity & Promotion - Electronic	12	3

**Year 4, Semester 2**

CMB422	Professional Speechwriting	12	3
	Elective 1	12	3

**Year 5, Semester 1**

CMB451	Industrial Press	12	3
CMB212	Australian Studies	12	3

**Year 5, Semester 2**

CMB666	PR Consulting & Management	12	3
	Elective 2	12	3

**Year 6, Semester 1**

CMB351	Community Relations	12	3
CMB651	Advanced Public Relations	12	3

**Year 6, Semester 2**

	Elective 3	12	3
	Elective 4	12	3

**Electives**

The choice of elective is subject to the approval of the Head of School or the student's Course Coordinator.

The following electives will run in 1991, subject to adequate enrolments. Subjects from this list which do not have sufficient enrolments to run will be listed on the School noticeboards to enable those students who have enrolled in them to change their programs.

CMB191	Fundamentals of Photography
CMB220	Speech & Drama
CMB291	Australian Literature & Film
CMB307	Advanced Professional Writing
CMB441	Retail Advertising
CMB461	Creative Writing
CMB463	Modern Literature & Film in Society
CMB466	Narrative Concepts
CMB543	Advanced Advertising
CMB561	Film & Television Scriptwriting
CMB592	Video Documentary Production
CMB622	Professional Communication Practice
CMB662	Film Drama Production
CMN814	Modern Communication Technologies
CMN821	Advanced Organisational Communication
CMP125	Organisational Communication

Electives may be used to undertake a minor in one of a number of subject areas. A minor is defined as a structured sequence of at least three subjects. Set out below are sixteen possible minor sequences.

**ADVERTISING MINOR**

CMB241	Introduction to Advertising
CMB363	Advertising Copywriting - Print

and one of the following two subjects:

CMB542	Advertising Management
CMB543	Advanced Advertising

**ECONOMICS MINOR**

MNB151	Microeconomic Analysis
MNB251	Macroeconomic Analysis

and one of the following two subjects:

- MNB371 Microeconomic Theory
- MNB372 Macroeconomic Theory

#### FILM AND TELEVISION PRODUCTION MINOR

- CMB466 Narrative Concepts
- CMB561 Film & Television Scriptwriting
- CMB592 Video Documentary Production

#### GENERAL BUSINESS MINOR

- MNB151 Microeconomic Analysis  
OR
- MNB251 Macroeconomic Analysis
- MNB451 Government, Business & Law  
OR
- MNB181 Australian National Government B
- MNB154 Psychology  
OR
- MNB253 Introductory Marketing

#### GOVERNMENT AND POLITICS MINOR

- MNB181 Australian National Government B
- MNB282 State Government
- MNB251 Macroeconomic Analysis

#### HUMAN RESOURCE MANAGEMENT MINOR

- MNB154 Psychology
- MNB254 Personnel Management & Industrial Relations
- MNB361 Human Resources & the Organisation

#### JOURNALISM MINOR

- CMB360 Reporting Principles
- CMB462 Magazine & Feature Writing (40 wpm prereq)

One of the following two subjects:

- CMB571 Radio & Television Journalism (60 wpm prereq)
- CMB371 Sub-editing & Layout

#### WRITING AND PERFORMANCE MINOR

- CMB220 Speech & Drama
- CMB422 Professional Speechwriting
- CMB461 Creative Writing

#### MARKETING MINOR

##### *Marketing (General)*

- MNB391 Marketing Management
- MNB392 Consumer Behaviour

One of the following two subjects:

- MNB492 Services Marketing
- MNB491 Retail Management I

##### *Marketing (Strategic)*

- MNB391 Marketing Management
- MNB392 Consumer Behaviour
- MNB691 Strategic Marketing

##### *Marketing (Retailing)*

- MNB491 Retailing Management I
- MNB524 Retailing Management II

and one of the following two subjects:

- MNB392 Consumer Behaviour
- MNB492 Services Marketing



### MEDIA STUDIES MINOR

CMB291	Australian Literature & Film
CMB463	Modern Literature & Film in Society
CMB561	Film & Television Scriptwriting

### ORGANISATIONAL COMMUNICATION MINOR

CMP125	Organisational Communication
MNB153	Analysis & Methodology in Management
MNB351	Organisational Analysis & Management

### PROFESSIONAL WRITING MINOR

CMB307	Advanced Professional Writing
CMB451	Industrial Press
CMB461	Creative Writing

### PUBLIC RELATIONS PRINCIPLES MINOR

CMB452	Introduction to Public Relations
CMB552	Publicity & Promotion - Print
CMB666	Public Relations Consulting & Management

### PUBLIC RELATIONS – PRINT SKILLS MINOR

CMB452	Introduction to Public Relations
CMB552	Publicity & Promotion - Print
CMB451	Industrial Press

## ■ Bachelor of Business – Management (MNJ152)\*

**Location:** Gardens Point campus

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

**Total Credit Points:** 288

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

### Professional Recognition

Students of the Management degree may, as a result of their choice of area of major study or as a result of their choice of electives, meet the academic requirements of membership of a number of professional bodies.

Students studying an Economics or Marketing major may also choose electives in such a way as to qualify for the Diploma of Export.

Details of these requirements as well as other general information relating to the course can be found in a guide which is available from the School office.

### Course Requirements

Students are required to complete: fourteen core subjects as listed below; a major which consists of six specified subjects in one of the specialist areas of Economics, Human Resource Management or Marketing; four or more elective subjects such that at least 48 credit points are obtained through elective study. Electives may be chosen from any degree courses, subject to prerequisite requirements and availability of the subject in the timetable. Elective subjects may be chosen in such a way as to allow students to complete a sub-major in an area of specialisation which is different from that chosen for the major specialisation. A guide containing rules relating to sub-major study and a list of possible sub-majors and electives is available from the School of Management.

\* See Note, page 289.

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
MNB251	Macroeconomic Analysis	12	3
MAB174	Computer Data Analysis	12	3
MNB153	Analysis & Methodology in Management	12	3
MNB154	Psychology	12	3
<b>Year 1, Semester 2</b>			
MNB151	Microeconomic Analysis	12	3
MNB252	Business Statistics	12	3
MNB253	Introductory Marketing	12	3
MNB254	Personnel Management & Industrial Relations	12	3
<b>Year 2, Semester 1</b>			
	Major	12	3
	Major or elective*	12	3
ACB180	Accounting for Managers	12	3
MNB351	Organisational Analysis & Management	12	3
<b>Year 2, Semester 2</b>			
	Major	12	3
	Major or elective	12	3
ACB230	Financial Management I	12	4
MNB451	Government, Business & Law	12	4
<b>Year 3, Semester 1</b>			
MNB551	Operations Management	12	3
	Major	12	3
	Elective	12	3
	Elective	12	3
	OR		
MNB551	Operations Management	12	3
	Major	12	3
	Major	12	3
	Elective	12	3
<b>Year 3, Semester 2</b>			
MNB651	Managerial Strategy	12	3
	Major	12	3
	Elective	12	3
	Elective	12	3
	OR		
MNB651	Managerial Strategy	12	3
	Elective	12	3
	Elective	12	3
	Elective	12	3

### HUMAN RESOURCE MANAGEMENT MAJOR

Students wishing to study their major in HRM are required to complete the following subjects, in addition to the Core Program:

MNB361	Human Resources & the Organisation
MNB461	Foundation HR Competencies
MNB561	Independent Study HRM

plus three of the following+:

MNB322	Introductory Training
MNB362	Recruitment & Selection

\* *Students wishing to complete a sub-major or take electives in the Managerial Accountancy or Finance Majors should select ACB110 Accounting 1 as their first elective.*

+ *Must meet all prerequisite requirements.*

MNB363	Industrial Relations I
MNB364	Personnel Administrative Systems/Occupational Health & Safety
MNB661	Interviewing & Counselling
MNB462	Advanced Organisation Behaviour
MNB463	Organisation Development

### MARKETING MAJOR

Students wishing to study their major in Marketing are required to complete the following subjects, in addition to the Core Program:

MNB391	Marketing Management
MNB392	Consumer Behaviour
MNB492	Services Marketing
MNB491	Retailing Management I
MNB592	Marketing Research
MNB691	Strategic Marketing

### ECONOMICS MAJOR

Students wishing to study their major in Economics are required to complete the following subjects, in addition to the Core Program:

MNB371	Microeconomic Theory
MNB372	Macroeconomic Theory
MNB471	Microeconomic Policy
MNB472	Macroeconomic Policy
MNB571	Advanced Economic Theory & Policy
MNB572	Applied Econometrics

### Part-Time Course Structure

		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
MNB153	Analysis & Methodology in Management	12	3
MNB154	Psychology	12	3
<b>Year 1, Semester 2</b>			
MNB254	Personnel Management & Industrial Relations	12	3
MNB151	Microeconomic Analysis	12	3
<b>Year 2, Semester 1</b>			
MAB174	Computer Data Analysis	12	3
MNB251	Macroeconomic Analysis	12	3
<b>Year 2, Semester 2</b>			
MNB253	Introductory Marketing	12	3
MNB252	Business Statistics	12	3
<b>Year 3, Semester 1</b>			
Two of the following:			
ACB180	Accounting for Managers	12	3
MNB351	Organisational Analysis & Management	12	3
	Major	12	3
	Major or Elective*	12	3
<b>Year 3, Semester 2</b>			
Two of the following:			
ACB230	Financial Management I	12	4
MNB451	Government, Business & Law	12	4
	Major	12	3
	Major or Elective	12	3

\* Students wishing to complete a sub-major or take electives in the Managerial Accountancy or Finance Majors should select ACB110 Accounting I as their first elective.

### Year 4, Semester 1

Two of the following:

MNB351	Organisational Analysis & Management (if not completed in Year 3, Semester 1)	12	3
ACB180	Accounting for Managers (if not completed in Year 3, Semester 1)	12	3
	Major or Elective	12	3
	Major or Elective	12	3

### Year 4, Semester 2

Two of the following:

MNB451	Government, Business & Law (if not completed in Year 3, Semester 2)	12	4
ACB230	Financial Management I (if not completed in Year 3, Semester 2)	12	4
	Major or Elective	12	3
	Major or Elective	12	3

### Year 5, Semester 1

Two of the following:

MNB551	Operations Management	12	3
	Major	12	3
	Major or Elective	12	3

### Year 5, Semester 2

Two of the following:

MNB651	Managerial Strategy	12	3
	Major	12	3
	Major or Elective	12	3

### Year 6, Semester 1

Two of the following:

MNB551	Operations Management (if not completed in Year 5, Semester 1)	12	3
	Major	12	3
	Major or Elective	12	3

### Year 6, Semester 2

Two of the following:

MNB651	Managerial Strategy (if not completed in Year 5, Semester 2)	12	3
	Major	12	3
	Major or Elective	12	3

## ■ Bachelor of Business – Public Administration (MNJ154)\*

**Location:** 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 Requirements

Students must complete the eighteen core subjects listed below. In addition, they must complete a sub-major consisting of six subjects chosen from any approved degree program at the University. At least four of the six subjects must come from one approved

\* See Note, page 289.

area of study. Of those four subjects, at least three must be at advanced level. Electives may be chosen from any degree course, subject to prerequisite requirements and availability of the subject in the timetable. The approval of the Course Coordinator must be gained for each student's sub-major. Please note that a student guide containing general information about the School of Management, its courses and rules is available from the School office.

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
MNB183	Australian National Government A	12	4
MNB184	Introduction to Administrative & Political Analysis	12	3
MNB251	Macroeconomic Analysis	12	3
ACB383	Accountancy for Administrators* OR	12	3
ACB110	Accounting I*	12	4
<b>Year 1, Semester 2</b>			
MNB385	Administrative Theory	12	4
MNB151	Microeconomic Analysis	12	3
MNB282	State Government	12	3
CMB119	Sociology for Professionals	12	3
<b>Year 2, Semester 1</b>			
MNB382	Administration Research I	12	3
MNB516	Organisational Sociology	12	3
MNB482	Local Government Elective	12 12	4 3
<b>Year 2, Semester 2</b>			
MNB484	Public Personnel Management	12	4
ISB156	Management Information Systems	12	3
MNB483	Administration Analysis Elective	12 12	3 3
<b>Year 3, Semester 1</b>			
MNB588	Public Policy Process I	12	4
ACB381	Public Administrative Law Elective Elective	12 12 12	3 3 3
<b>Year 3, Semester 2</b>			
MNB687	Public Policy Process II	12	4
MNB582	Financial Administration Elective Elective	12 12 12	3 3 3
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
MNB183	Australian National Government A	12	4
MNB184	Introduction to Administrative & Political Analysis	12	3
<b>Year 1, Semester 2</b>			
MNB282	State Government	12	3
MNB251	Macroeconomic Analysis	12	3

\* Students wishing to progress with Accountancy subjects should study ACB110.

### Year 2, Semester 1

MNB482	Local Government	12	4
MNB382	Administration Research I	12	3

### Year 2, Semester 2

CMB119	Sociology for Professionals	12	3
MNB483	Administration Analysis	12	3

### Year 3, Semester 1

MNB151	Microeconomic Analysis	12	3
ACB161	Accountancy for Administrators* OR	12	3
ACB110	Accounting I*	12	4

### Year 3, Semester 2

MNB385	Administrative Theory	12	4
ISB156	Management Information Systems	12	3

### Year 4, Semester 1

MNB516	Organisational Sociology Elective	12 12	3 3
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### Year 4, Semester 2

MNB484	Public Personnel Management Elective	12 12	4 3
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### Year 5, Semester 1

MNB588	Public Policy Process I Elective	12 12	4 3
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### Year 5, Semester 2

MNB582	Financial Administration Elective	12 12	3 3
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### Year 6, Semester 1

ACB381	Public Administrative Law Elective	12 12	3 3
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### Year 6, Semester 2

MNB687	Public Policy Process II Elective	12 12	4 3
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### Sub-Majors

Examples of sub-majors are:

International Business	Personnel/Psychology	Personnel Management
Public Administration	Economics	Industrial Relations
Accountancy	Computing	Advertising
Journalism	Public Relations	Local Government Administration
Tourism Management		

Students wishing to meet the requirements for the Queensland Local Government Clerk's Certificate must take the six subjects specified as the Local Government Administration sub-major listed in the student guide.

### Public Administration Electives

Electives include:

MNB504	International Politics & Business
MNB686	Government & Business
MNB485	Public Enterprise
MNB584	Local Government Administrative Practice I

\* Students wishing to progress with Accountancy subjects should study ACB110.

MNB684	Local Government Administrative Practice II
MNB281	Political Behaviour
MNB998	Special Topic in Public Policy eg, Agriculture, Manufacturing, Social Welfare, Education, External Affairs
MNB586	Comparative Politics
MNB683	Comparative Administration
MNB613	Government Policy & the Tourism Industry

### Subjects Ineligible for Credit

The following subjects are not eligible for credit toward the Bachelor of Business – Public Administration course:

ACB112	Accounting Decisions IA
MNB133	General Economics
CMB131	Business & Professional Speaking
CMB132	Business & Professional Writing
CMB105	Business Communication
CMB211	Introduction to Social Enquiry

## Kedron Park campus

### Course Structures

#### ■ Master of Business – Industrial Relations or Marketing Science (MBUS)

**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 investigatory 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 (24-72 credit points) and thesis (120-168 credit points).

Subject to the approval of the Course Coordinator and the other institution 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

<b>Course Structure</b>	<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Coursework subjects (24-72 credit points required)</b>		
IR5004 Industrial Relations Methodology	12	4
IR5005 Advanced Theory & Comparativism	12	4
IR5006 Industrial Relations Planning	10	4
IR5007 Advanced Industrial Law	10	4
<b>Thesis (120-168 credit points required)</b>		
IR5011 Thesis		

## Master of Business – Marketing Science

**Coordinator:** Dr Michael Quayle

### Professional Recognition

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

<b>Course Structure</b>	<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Coursework subjects (24-72 credit points required)</b>		
MK5004 Advanced Quantitative Research Methods	12	4
MK5005 Business Forecasting Techniques	12	4
MK5006 Business Logistics	12	4
MK5007 Advanced Marketing Simulation	12	4
<b>Thesis (120-168 credit points required)</b>		
MK5011 Thesis		

## ■ Graduate Diploma of Business – Administration (GDAD)

**Location:** Kedron Park campus

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

**Total Credit Points:** 96

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

**Course Coordinator:** Ms Lyn Parsons

### Entry Requirements

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

- (i) an approved degree or equivalent, or extensive experience at an appropriate level will be considered in exceptional circumstances.



Full-Time Course Structure		Credit Points	Contact Hrs/Wk
<b>BUSINESS ADMINISTRATION 1 MAJOR</b>			
<i>Focus: General Management</i>			
<b>Semester 1</b>			
AC4030	Administrative Accounting	12	4
AD4010	Business Communication	12	4
AD4013	Strategic Management Thought & Practice 1	12	4
SK4015	Skills for Office Automation	12	4
	OR		
Elective	Select from List 285	12	
Elective	Select from List 285	12	
<b>Semester 2</b>			
AD4014	Strategic Management Thought & Practice 2	12	4
CO4055	Microcomputer Applications	12	4
MK4006	Entrepreneurship	12	4
Elective	Select from List 285	12	
<b>BUSINESS ADMINISTRATION 2 MAJOR</b>			
<i>Focus: People Management</i>			
<b>Semester 1</b>			
AG4030	Administrative Accounting	12	4
	OR		
SK4015	Skills for Office Automation	12	4
	OR		
Elective	Select from List 285	12	
AD3050	Perspectives on Organisation & Management	12	4
AD4010	Business Communication	12	4
AD4013	Strategic Management Thought & Practice 1	12	4
<b>Semester 2</b>			
AD4014	Strategic Management Thought & Practice 2	12	4
CO4055	Microcomputer Applications	12	4
	OR		
Elective	Select from List 285	12	
Elective	Select from List 285	12	
Elective	Select from List 285	12	
<b>ARTS ADMINISTRATION MAJOR</b>			
<i>Focus: Arts Administration and Management</i>			
<b>Semester 1</b>			
AC4030	Administrative Accounting	12	4
AD4010	Business Communication	12	4
AD4011	Arts Administration & Society	12	4
AD4013	Strategic Management Thought & Practice 1	12	4
<b>Semester 2</b>			
AD4012	The Arts Industry	12	4
MK4006	Entrepreneurship	12	4
Elective	Select from List 285	12	
Elective	Select from List 285	12	
<b>Elective List</b>			
<b>List 285</b>			
<b>LAW</b>			
IR4011	Employment Law	12	4
IR4014	Industrial Law	12	4
LW3012	Legal Studies 1	12	4
LW3013	Legal Studies 2	12	4

## MANAGEMENT

AD3045	Media Management	12	4
AD3046	Training & Development	12	4
AD3051	Management Policy & Strategy	12	4
AD3052	Strategic Human Resource Management	12	4
AD4006	Strategic Management Thought & Practice 2	12	4
MK4006	Entrepreneurship	10	4

## OFFICE ADMINISTRATION AND TECHNOLOGY

AD4015	Issues in Office Administration	12	4
CO3055	Microcomputer Applications	12	4
SK4015	Skills for Office Automation	12	4
SK4016	Office Automation & Administration	12	4
SK4017	Office Administration Assignments	12	6

## OTHER BUSINESS SUBJECTS

AC4030	Administrative Accounting	12	4
EC3028	Economics 1	12	4
EC3029	Economics 2	12	4
MK4005	Quantitative Methods for Business	12	4
MK4007	Marketing for Managers	12	4

### Part-Time Course Structure

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

### Notes:

- (1) Students are required to take at least 50 per cent of subjects at graduate diploma level ('4' - level subjects as in IR4011).
- (2) Students are required to substitute for equivalent studies undertaken in another award.
- (3) Elective choice should be made in consultation with Course Coordinator.
- (4) Entry to Arts Administration major requires a selection interview.
- (5) The offering of any major or subject within the course is subject to minimum enrolments being met in that major or subject.

## ■ Graduate Diploma of Business – Industrial Relations (GDIR)

**Location:** Kedron Park campus

**Course duration:** 1 year full-time, or 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 hold the following:

- (i) an approved degree or equivalent or extensive industrial relations experience.

<b>Full-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Semester 1</b>			
IR4017	Industrial Relations Theory	12	4
IR4018	Comparative Industrial Relations	12	4
IR4019	Employment Law	12	4
IR4020	Industrial Relations Practices	12	4
<b>Semester 2</b>			
IR4021	Industrial Relations Structures	12	4
IR4022	Industrial Law	12	4
IR4023	Industrial Relations Policies	12	4
IR4024	Industrial Relations Processes	12	4
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
IR4017	Industrial Relations Theory	12	4
IR4019	Employment Law	12	4
<b>Year 1, Semester 2</b>			
IR4021	Industrial Relations Structures	12	4
IR4022	Industrial Law	12	4
<b>Year 2, Semester 1</b>			
IR4018	Comparative Industrial Relations	12	4
IR4020	Industrial Relations Practices	12	4
<b>Year 2, Semester 2</b>			
IR4023	Industrial Relations Policies	12	4
IR4024	Industrial Relations Processes	12	4

## ■ Graduate Diploma of Business – Professional Accounting (GDPA)

**Location:** Kedron Park campus

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

**Total Credit Points:** 96

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

**Course Coordinator:** Ms Joy Campbell

### Entry Requirements

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

- (i) an approved Bachelor of Business or Bachelor of Commerce or equivalent with major studies in accounting.

### Professional Recognition

This course is recognised for membership purposes by the Institute of Chartered Accountants in Australia (ICA) and the Institute of Corporate Managers, Secretaries and Administrators.

## Course Structure

Normally, students will be expected to take 60 credit points at postgraduate level. Students may choose subjects from the following lists. At least four subjects from the following list of postgraduate subjects:

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
AC4020	Professional Year - Accounts	24	6
AC4021	Professional Year - Audit and E.D.P.	12	4
AC4022	Professional Year - Taxation	24	6
AC4023	Computers in Taxation	12	4
AC4024	Taxation Planning	12	4
AC4025	Computer Applications in Accounting	12	4
AC4026	Accounting Practice	12	4
AC4027	Advanced Financial Management	12	4

A maximum of four subjects from the following (but not including any subject or its equivalent for which credit has been obtained towards another award, unless the candidate did not need to claim credit for it in order to qualify for the other award). Other subjects may be taken with the approval of the Course Coordinator.

		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
AC3019	Business Finance 2	12	4
AC3023	Financial Accounting 3	12	4
AC3024	Business Finance 3	12	4
AC3025	Managerial Accounting 2	12	4
AC3027	Computer Applications in Public Practice 1	12	4
AC3028	Computer Applications in Public Practice 2	12	4
AC3032	Accounting Information Systems 1	12	4
AC3033	Accounting Information Systems 2	12	4
LW3015	Taxation Practice	12	4
LW3017	Corporate Law	12	4
LW3018	Business Law	12	4

For advice on appropriate course progression, students and intending students should consult with the Course Coordinator.

## ■ Bachelor of Business – Accounting, Administration and Management, Asian Studies, or Marketing (BBUS)

**Location:** Kedron Park campus (Bachelor of Business – Accounting is offered at the University's Sunshine Coast centre)

**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

### Professional Recognition

BACHELOR OF BUSINESS – ACCOUNTANCY

The degree is recognised for membership purposes by the following associations and boards: Australian Society of CPAs; Institute of Chartered Accountants in Australia

(ICA); Tax Agents Registration Board (TARB); Institute of Corporate Managers, Secretaries and Administrators, Australian Institute of Bankers (AIB).

#### BACHELOR OF BUSINESS – ADMINISTRATION AND MANAGEMENT

The degree is recognised for affiliate membership with the Australian Institute of Management. Graduates may apply for full membership after a reduced period of work experience *vis-a-vis* non-graduates. Graduates are eligible for Associate membership of the Institute of Personnel Management of Australia and may become full members of the Australian Institute of Training and Development and the Royal Australian Institute of Public Administration.

#### BACHELOR OF BUSINESS – MARKETING

The degree is recognised for membership of the Australian Marketing Institute and the Economic Society of Australia.

#### Special Course Requirements

Students enrolled in the Bachelor of Business are required to choose a major. Majors may be changed after one or two semesters of study without any loss of credit for the subjects passed.

Electives may be chosen from any subjects in the Bachelor of Business program. Students may wish to choose electives from groups of related subjects to make up a minor specialisation. If they do not wish to pick up a minor specialisation they may select electives from across a wide range of subjects. In all cases prerequisites have to be met. The prerequisite standard is to be understood as a grade of four or better.

Not all majors and minors may be offered every year. The University endeavours to ensure that when substantial changes to a course occur students already enrolled are not disadvantaged with respect to completion of the course. Subjects will generally be offered in the day and evening modes. However, when the subject enrolment is low, in most cases, only the evening offering will be provided.

## Bachelor of Business – Accounting

**Coordinator:** Mr Mark Christensen

#### Full-Time Course Structure

**Credit  
Points**

**Contact  
Hrs/Wk**

**Note:** Subjects are only offered in the semester in which they are listed.

#### Year 1, Semester 1

AC3013	Accounting	12	4
EC3028	Economics 1	12	4
LW3012	Legal Studies 1	12	4
MK3022	Business Quantitative Methods 1	12	4

#### Year 1, Semester 2

AC3017	Managerial Accounting 1	12	4
AC3032	Accounting Information Systems 1	12	4
LW3013	Legal Studies 2	12	4
MK3023	Business Quantitative Methods 2	12	4

#### Year 2, Semester 1

AC3014	Financial Accounting 1	12	4
AC3033	Accounting Information Systems 2	12	4
AD3048	Management & Industrial Relations	12	4

	OR		
AD3040	Organisational Communication 1	12	4
EC3029	Economics 2	12	4

### Year 2, Semester 2

AC3015	Business Finance 1	12	4
AC3016	Financial Accounting 2	12	4
AD3040	Organisational Communication 1 OR	12	4
AD3048	Management & Industrial Relations	12	4
LW3014	Company Law	12	4

### Year 3, Semester 1

AC3019	Business Finance 2	12	4
AC3025	Managerial Accounting 2	12	4
LW3015	Taxation Practice Elective	12	4

### Year 3, Semester 2

AC3018	Auditing	12	4
AC3023	Financial Accounting 3	12	4
AC3024	Business Finance 3 Elective	12	4

### Part-Time Course Structure

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

### Year 1, Semester 1

AC3013	Accounting	12	4
LW3012	Legal Studies 1	12	4

### Year 1, Semester 2

AC3017	Managerial Accounting 1	12	4
LW3013	Legal Studies 2	12	4

### Year 2, Semester 1

EC3028	Economics 1	12	4
MK3022	Business Quantitative Methods 1	12	4

### Year 2, Semester 2

AC3032	Accounting Information Systems 1	12	4
MK3023	Business Quantitative Methods 2	12	4

### Year 3, Semester 1

AC3014	Financial Accounting 1	12	4
EC3029	Economics 2	12	4

### Year 3, Semester 2

AC3016	Financial Accounting 2	12	4
LW3014	Company Law	12	4

### Year 4, Semester 1

AC3033	Accounting Information Systems 2	12	4
AD3048	Management & Industrial Relations OR	12	4
AD3040	Organisational Communication 1	12	4

### Year 4, Semester 2

AC3015	Business Finance 1	12	4
AD3040	Organisational Communication 1 OR	12	4
AD3048	Management & Industrial Relations	12	4

**Year 5, Semester 1**

AC3019	Business Finance 2	12	4
AC3025	Managerial Accounting 2	12	4

**Year 5, Semester 2**

AC3023	Financial Accounting 3	12	4
AC3024	Business Finance 3	12	4

**Year 6, Semester 1**

LW3015	Taxation Practice	12	4
	Elective	12	

**Year 6, Semester 2**

AC3018	Auditing	12	4
	Elective	12	

**Bachelor of Business – Administration and Management**

Coordinator: Ms Sandra Harding

**Full-Time Course Structure**

**Credit  
Points**

**Contact  
Hrs/Wk**

**Note:** Subjects are only offered in the semester in which they are listed.

**Year 1, Semester 1**

AD3048	Management & Industrial Relations OR	12	4
AD3040	Organisational Communication 1	12	4
AD3049	Australian Government	12	4
CO3104	Introduction to Information Systems	12	4
LW3012	Legal Studies 1	12	4

**Year 1, Semester 2**

AD3040	Organisational Communication 1 OR	12	4
AD3048	Management & Industrial Relations	12	4
AD3042	Spoken Communication	12	4
AD3047	Management Processes	10	4
EC3028	Economics 1	12	4

**Year 2, Semester 1**

AC3013	Accounting	12	4
AD3043	Group Communication	12	4
AD3044	Written Communication	12	4
MK3022	Business Quantitative Methods 1	12	4

**Year 2, Semester 2**

AD3045	Media Management	12	4
AD3052	Strategic Human Resource Management	12	4
LW3019	Local Government	12	4
MK3022	Business Quantitative Methods 2	12	4

**Year 3, Semester 1**

AD3050	Perspectives on Organisation & Management	12	4
LW3016	Administrative Law Elective(s)	12 24	4

**Year 3, Semester 2**

AD3041	Organisational Communication 2	12	4
AD3046	Training & Development	12	4

AD3051	Management Policy & Strategy Elective	12 12	4
<b>Part-Time Course Structure</b>		<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
<b>Year 1, Semester 1</b>			
AD3048	Management & Industrial Relations OR	12	4
AD3040	Organisational Communication 1	12	4
CO3104	Introduction to Computing Systems	12	4
<b>Year 1, Semester 2</b>			
AD3040	Organisational Communication 1 OR	12	4
AD3048	Management & Industrial Relations	12	4
AD3042	Spoken Communication	12	4
<b>Year 2, Semester 1</b>			
AD3044	Written Communication	12	4
LW3012	Legal Studies 1	12	4
<b>Year 2, Semester 2</b>			
AD3047	Management Processes	12	4
EC3028	Economics 1	12	4
<b>Year 3, Semester 1</b>			
AD3043	Group Communication	12	4
MK3022	Business Quantitative Methods 1	12	4
<b>Year 3, Semester 2</b>			
AD3052	Strategic Human Resource Management	12	4
MK3023	Business Quantitative Methods 2	12	4
<b>Year 4, Semester 1</b>			
AC3013	Accounting	12	4
AD3049	Australian Government	12	4
<b>Year 4, Semester 2</b>			
AD3045	Media Management Elective	12 12	4
<b>Year 5, Semester 1</b>			
LW3016	Administrative Law Elective	12 12	4
<b>Year 5, Semester 2</b>			
AD3046	Training & Development	12	4
LW3019	Local Government	12	4
<b>Year 6, Semester 1</b>			
AD3050	Perspectives on Organisation & Management Elective	12 12	4
<b>Year 6, Semester 2</b>			
AD3041	Organisational Communication 2	12	4
AD3051	Management Policy & Strategy	12	4



# Bachelor of Business – Asian Studies

Coordinator: Ms Chris Ryan

**Full-Time Course Structure** **Credit Points** **Contact Hrs/Wk**

**Note:** Subjects are only offered in the semester in which they are listed.

## Year 1, Semester 1

AC3013	Accounting	12	4
CO3104	Introduction to Information Systems	12	4
LW3012	Legal Studies 1	12	4
MK3022	Business Quantitative Methods 1	12	4

## Year 1, Semester 2

AD3040	Organisational Communication 1 OR	12	4
AD3048	Management & Industrial Relations	12	4
EC3028	Economics 1	12	4
MK3019	Introductory Marketing	12	4
MK3023	Business Quantitative Methods 2	12	4

## Year 2, Semester 1

AD3048	Management & Industrial Relations OR	12	4
AD3040	Organisational Communication 1	12	4
AS3005	Asian Political Economy	12	4
EC3029	Economics 2	12	4
LA3001	Japanese Language 1 OR	12	4
LA3005	Mandarin Language 1	12	4

## Year 2, Semester 2

AC3015	Business Finance 1	12	4
AS3004	Asian Culture Studies	12	4
LA3002	Japanese Language 2 OR	12	4
LA3006	Mandarin Language 2	12	4
MK3021	International Marketing	12	4

## Year 3, Semester 1

AC3029	International Finance	12	4
LA3003	Japanese Language 3 OR	12	4
LA3007	Mandarin Language 3	12	4
	Elective(s)	24	

## Year 3, Semester 2

AS3006	International Business Strategies	12	4
LA3004	Japanese Language 4 OR	12	4
LA3008	Mandarin Language 4	12	4
LW3029	International Business Law	12	4
	Elective	12	

## ■ Bachelor of Business – Marketing

Coordinator: Mr Eugene McCann

<b>Full-Time Course Structure</b>	<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
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Note: Subjects are only offered in the semester in which they are listed.

### Year 1, Semester 1

AC3013	Accounting	12	4
CO3104	Introduction to Information Systems	12	4
LW3012	Legal Studies 1	12	4
MK3022	Business Quantitative Methods 1	12	4

### Year 1, Semester 2

AD3040	Organisational Communication 1 OR	12	4
AD3048	Management & Industrial Relations	12	4
EC3028	Economics 1	12	4
MK3019	Introductory Marketing	12	4
MK3023	Business Quantitative Methods 2	12	4

### Year 2, Semester 1

AD3048	Management & Industrial Relations OR	12	4
AD3040	Organisational Communication 1	12	4
EC3029	Economics 2	12	4
MK3013	Consumer Behaviour	12	4
MK3024	Introductory Econometrics	12	4

### Year 2, Semester 2

MK3014	Business Forecasting	12	4
MK3020	Strategic Marketing	12	4
MK3028	Market Simulation Elective	12 12	4 4

### Year 3, Semester 1

MK3015	Market Research	12	4
MK3016	Logistics	12	4
MK3017	Computer Applications in Marketing Elective	12 12	4 4

### Year 3, Semester 2

MK3018	Applied Market Research	12	4
MK3021	International Marketing Elective(s)	12 24	4 4

<b>Part-Time Course Structure</b>	<b>Credit Points</b>	<b>Contact Hrs/Wk</b>
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### Year 1, Semester 1

AC3013	Accounting	12	4
LW3012	Legal Studies 1	12	4

### Year 1, Semester 2

EC3028	Economics 1	12	4
MK3019	Introductory Marketing	12	4

### Year 2, Semester 1

EC3029	Economics 2	12	4
MK3022	Business Quantitative Methods 1	12	4

**Year 2, Semester 2**

AD3040	Organisational Communication 1	12	4
MK3023	Business Quantitative Methods 2	12	4

**Year 3, Semester 1**

CO3104	Introduction to Information Systems	12	4
MK3024	Introductory Econometrics	12	4

**Year 3, Semester 2**

MK3020	Strategic Marketing	12	4
MK3028	Market Simulation	12	4

**Year 4, Semester 1**

MK3013	Consumer Behaviour	12	4
MK3017	Computer Applications in Marketing	12	4

**Year 4, Semester 2**

MK3014	Business Forecasting	12	4
	Elective	12	

**Year 5, Semester 1**

MK3015	Market Research	12	4
MK3016	Logistics	12	4

**Year 5, Semester 2**

MK3021	International Marketing	12	4
	Elective	12	

**Year 6, Semester 1**

AD3048	Management & Industrial Relations	12	4
	Elective	12	

**Year 6, Semester 2**

MK3018	Applied Market Research	12	4
	Elective	12	

**Minor Specialisations****ACCOUNTING MINOR**

AC3013	Accounting	12	4
AC3014	Financial Accounting 1	12	4
AC3016	Financial Accounting 2	12	4
AC3017	Managerial Accounting 1	12	4
AC3033	Accounting Information Systems 2	12	4
LW3014	Company Law	12	4

**ADMINISTRATION AND MANAGEMENT MINOR**

AD3040	Organisational Communication 1	12	4
AD3041	Organisational Communication 2	12	4
AD3047	Management Processes	12	4
AD3048	Management & Industrial Relations	12	4
AD3049	Australian Government	12	4
AD3052	Strategic Human Resource Management	12	4

**COMPUTING MINOR**

CO3085	Business Systems 1	12	4
CO3087	Programming Languages	12	4
CO3088	Computer Organisation	12	4
CO3089	Commercial Systems Development	12	4
CO3095	Commercial Applications Development	12	4
CO3101	Introduction to Programming	12	4
CO3104	Introduction to Information Systems	12	3
CO3108	Introduction to Computer Networks	12	3

<b>COMPUTING APPLICATIONS MINOR</b>			
AC3032	Accounting Information Systems 1	12	4
AC3027	Computer Applications in Public Practice 1	12	4
AC3028	Computer Applications in Public Practice 2	12	4
	OR		
AC3034	Accounting & Control Systems	12	4
AC3033	Accounting Information Systems 2	12	4
<b>INFORMATION SYSTEMS MINOR</b>			
CO3085	Business Systems 1	12	4
CO3086	Business Systems 2	12	4
CO3090	Database Systems 1	12	4
CO3093	Systems Planning	12	4
CO3095	Computer Systems Management	12	4
CO3097	Information Analysis	12	4
CO3098	Database Systems 2	12	4
<b>LEGAL STUDIES MINOR</b>			
AD3052	Strategic Human Resource Management	12	4
LW3012	Legal Studies 1	12	4
LW3013	Legal Studies 2	12	4
LW3014	Company Law	12	4
LW3016	Administrative Law	12	4
LW3017	Corporate Law	12	4
LW3018	Business Law	12	4
LW3019	Local Government	12	4
<b>MARKETING MINOR</b>			
EC3028	Economics 1	12	4
EC3029	Economics 2	12	4
MK3013	Consumer Behaviour	12	4
MK3014	Business Forecasting	12	4
MK3017	Computer Applications in Marketing	12	4
MK3019	Introductory Marketing	12	4
MK3020	Strategic Marketing	12	4
<b>Electives</b>			
<b>INTERNATIONAL STUDIES MINOR</b>			
AD3054	International Operations	12	4
AD3055	International Human Resource Management	12	4
AS3007	International Environments of Business	12	4
EC3030	International Economics	12	4

## ■ Associate Diploma of Business – Industrial Relations (ADIR)

**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:** Ms Maryanne Winter

Course Structure		Credit Points	Contact Hrs/Wk
<b>Year 1, Semester 1</b>			
IR1024	Industrial Relations Skills 1	12	4
IR1025	Australian Development	12	4
<b>Year 1, Semester 2</b>			
IR1018	Sociology of Work	12	4
LW1002	The Legal Process	12	4
<b>Year 2, Semester 1</b>			
IR1017	Industrial Relations Institutions	12	4
IR1026	Australian Employment Law	12	4
<b>Year 2, Semester 2</b>			
IR1020	Industrial Relations Skills 2	12	4
ST1012	Research Methods	12	4
<b>Year 3, Semester 1</b>			
AD1004	Introduction to Management	12	4
EC1004	Elements of Labour Economics	12	4
<b>Year 3, Semester 2</b>			
EC1003	Macroeconomic Analysis	12	4
IR1023	Industrial Relations & Management	12	4
<b>Year 4, Semester 1</b>			
IR1019	Workplace Issues	12	4
IR1021	Industrial Relations Skills 3	12	4
<b>Year 4, Semester 2</b>			
IR1022	Industrial Relations Skills 4	12	4
IR1027	Australian Industrial Law	12	4

