

Faculty of Business

University Diploma

BS40 University Diploma in Business

Bachelor Degree

BS05 Bachelor of Business

BS05 Bachelor of Business (Accountancy)

BS05 Bachelor of Business (Advertising)

BS05 Bachelor of Business (Economics)

BS05 Bachelor of Business (Finance)

BS05 Bachelor of Business (Human Resource Management)

BS05 Bachelor of Business (International Business)

BS05 Bachelor of Business (Management)

BS05 Bachelor of Business (Marketing)

BS05 Bachelor of Business (Public Relations)

BS06 Bachelor of Business (Dean's Honours)

BS07 Bachelor of Business (Accelerated Program)

BS56 Bachelor of Business (Accountancy)

BS56 Bachelor of Business (Advertising)

BS56 Bachelor of Business (Banking and Finance)

BS56 Bachelor of Business (Economics)

BS56 Bachelor of Business (Electronic Business)

BS56 Bachelor of Business (Human Resource Management)

BS56 Bachelor of Business (International Business)

BS56 Bachelor of Business (Management)

BS56 Bachelor of Business (Marketing)

BS56 Bachelor of Business (Public Relations)

BS56 Bachelor of Business - Course Notes

BS58 Bachelor of Business (Management or Marketing)

IF27 Bachelor of Mass Communication

Bachelor Degree (Double)

IF05 Bachelor of Journalism/Bachelor of Business (Advertising, International Business, Public Relations)

IF09 Bachelor of Creative Industries (Media and Communication)/Bachelor of Business (Advertising, International Business, Public Relations)

IF28 Bachelor of Engineering (Electrical)/Bachelor of Business

IF30 Bachelor of Arts/Bachelor of Business (Advertising, Electronic Business, Human Resource Management, International Business, Management or Public Relations)

IF30 Bachelor of Arts/Bachelor of Business (Accountancy, Banking and Finance, Economics or Marketing)

IF37 Bachelor of Business (Accountancy)/Bachelor of Laws

IF41 Bachelor of Business/Bachelor of Laws

IF47 Bachelor of Business (Accountancy, Banking and Finance, Economics or Marketing)/Bachelor of Health Science (Health Services Management)

IF47 Bachelor of Business (Advertising, Electronic Business, Human Resource Management, International Business, Management or Public Relations)/Bachelor of Health Science (Health Services Management)

IF48 Bachelor of Business / Bachelor of Information Technology

IF60 Bachelor of Mathematics/Bachelor of Business (Accountancy, Banking and Finance or Economics)
IF61 Bachelor of Applied Science/Bachelor of Business
IF62 Bachelor of Applied Science (in Human Movement Studies)/Bachelor of Business (Accountancy, Banking and Finance, Economics or Marketing)
IF62 Bachelor of Applied Science (in Human Movement Studies)/Bachelor of Business (Advertising, Human Resource Management, International Business, Management or Public Relations)
IX03 Bachelor of Business(Accountancy and Economics)/Bachelor of Education (Secondary)
IX17 Bachelor of Exercise and Movement Science/ Bachelor of Business
IX28 Bachelor of Business / Bachelor of Engineering
IX31 Bachelor of Applied Science / Bachelor of Business
IX32 Bachelor of Business/Bachelor of Health Science (Health Services Management)
IX33 Bachelor of Business/Bachelor of Information Technology
IX34 Bachelor of Business / Bachelor of Creative Industries
IX35 Bachelor of Business / Bachelor of Fine Arts
IX35 Bachelor of Business / Bachelor of Fine Arts (Creative and Professional Writing)
IX35 Bachelor of Business / Bachelor of Fine Arts (Drama)
IX35 Bachelor of Business / Bachelor of Fine Arts (Fashion)
IX35 Bachelor of Business / Bachelor of Fine Arts (Interactive and Visual Design)
IX35 Bachelor of Business / Bachelor of Fine Arts (Visual Arts)
IX36 Bachelor of Business / Bachelor of Journalism
IX37 Bachelor of Business / Bachelor of Mathematics
IX38 Bachelor of Arts/Bachelor of Business (for continuing students only)
IX47 Bachelor of Applied Science (in Human Movement Studies) / Bachelor of Business
IX51 Bachelor of Behavioural Science (Psychology) / Bachelor of Business
IX58 Bachelor of Business (Study Area A)/ Bachelor of Information Technology
IX62 Bachelor of Business/Bachelor of Corporate Systems Management
IX63 Bachelor of Business/Bachelor of Games and Interactive Entertainment
IX67 Bachelor of Business/Bachelor of Media and Communication
IX71 Bachelor of Business / Bachelor of Laws

Honours

BS06 Bachelor of Business (Dean's Honours)
BS63 Bachelor of Business (Honours)
BS63 Bachelor of Business (Honours) (Accountancy)
BS63 Bachelor of Business (Honours) (Advertising)
BS63 Bachelor of Business (Honours) (Banking and Finance)
BS63 Bachelor of Business (Honours) (Economics)
BS63 Bachelor of Business (Honours) (Human Resource Management)
BS63 Bachelor of Business (Honours) (International Business)
BS63 Bachelor of Business (Honours) (Management)
BS63 Bachelor of Business (Honours) (Marketing)
BS63 Bachelor of Business (Honours) (Public Relations)

Graduate Certificate

BS39 Graduate Certificate in Business
BS39 Graduate Certificate in Business (Accounting)
BS39 Graduate Certificate in Business (Applied Finance)

BS39 Graduate Certificate in Business (Human Resource Management)
BS39 Graduate Certificate in Business (Integrated Marketing Communication)
BS39 Graduate Certificate in Business (Interdisciplinary)
BS39 Graduate Certificate in Business (International Business)
BS39 Graduate Certificate in Business (Marketing)
BS39 Graduate Certificate in Business (Philanthropy and Nonprofit Studies)
BS39 Graduate Certificate in Business (Public Relations)
BS39 Graduate Certificate in Business (Research Studies)
GS42 Graduate Certificate in Business Administration
GS87 Graduate Certificate in Business Administration
IF94 Graduate Certificate in Advertising
IX97 Graduate Certificate in Research Commercialisation

Graduate Diploma

BS79 Graduate Diploma in Business (Professional Accounting)

Masters Degree (Coursework)

BS16 Master of Business
BS16 Master of Business (Accounting)
BS16 Master of Business (Applied Finance)
BS16 Master of Business (Human Resource Management)
BS16 Master of Business (Integrated Marketing Communication)
BS16 Master of Business (International Business)
BS16 Master of Business (Marketing)
BS16 Master of Business (Philanthropy and Nonprofit Studies)
BS16 Master of Business (Professional Accounting)
BS16 Master of Business (Public Relations)
BS16 Master of Business (Public Relations) - Online Delivery Only
BS16 Master of Business (Strategic Advertising)
BS17 Master of Business (Accounting) - Advanced
BS17 Master of Business (Applied Finance) - Advanced
BS17 Master of Business (Human Resource Management) - Advanced
BS17 Master of Business (Integrated Marketing Communication) - Advanced
BS17 Master of Business (International Business) - Advanced
BS17 Master of Business (Marketing) - Advanced
BS17 Master of Business (Philanthropy and Nonprofit Studies) - Advanced
BS17 Master of Business (Professional Accounting) - Advanced
BS17 Master of Business (Public Relations) - Advanced
BS17 Master of Business (Strategic Advertising) - Advanced
BS17 Master of Business Advanced
BS18 Master of Business / Master of Business
BS24 Master of Business / Master of Business Administration
BS89 Master of Business (Professional Accounting)
BS92 Master of Business (Research) (Entrepreneurship and Innovation)
BS93 Master of Business
BS93 Master of Business (Forensic Accounting)
BS93 Master of Business (International Business)

BS93 Master of Business (Marketing)
BS93 Master of Business (Philanthropy & Nonprofit Studies)
GS30 Master of Business Administration
GS40 Master of Business Administration (MBA)
GS48 Master of Business Administration (Major)
GS50 Executive Master of Business Administration
GS75 Master of Business Administration (MBA)
GS76 Master of Business Administration (Major)
GS85 Master of Business Administration (MBA)
IX96 Master of Advertising (Creative Advertising)
IX99 Master of Research and Development Management

Masters Degree (Research)

BS92 Master of Business (Research)
BS92 Master of Business (Research) (Accountancy)
BS92 Master of Business (Research) (Advertising)
BS92 Master of Business (Research) (Banking and Finance)
BS92 Master of Business (Research) (Economics)
BS92 Master of Business (Research) (Entrepreneurship and Innovation)
BS92 Master of Business (Research) (Human Resource Management)
BS92 Master of Business (Research) (International Business)
BS92 Master of Business (Research) (Management)
BS92 Master of Business (Research) (Marketing)
BS92 Master of Business (Research) (Philanthropy and Nonprofit Studies)
BS92 Master of Business (Research) (Public Relations)

Doctoral

BS25 Doctor of Business Administration
IF49 Doctor of Philosophy (Business)

English Programs (International)

QC10 English for Academic Purposes for Degree programs
QC10 English for Academic Purposes for Foundation and University Diploma Programs
QC22 English for Tertiary Preparation
QC24 English For Academic Purposes Plus
QE05 General English Program (5 Weeks)
QE10 General English Program (10 Weeks)
QE15 General English Program (15 weeks)
QE20 General English Program (20 Weeks)
QE25 General English Program (25 Weeks)
QE30 General English Program (30 Weeks)
QE35 General English Program (35 Weeks)
QE40 General English Program (40 Weeks)
QE45 General English Program (45 Weeks)

Foundation Programs

QC01 Accelerated Foundation
QC02 Standard Foundation

QC04 Extended Foundation

University Certificate

QC05 University Certificate In Tertiary Preparation

University wide unit sets

Unit sets: Accounting, Economics and Finance

Unit sets: Advertising, Integrated Marketing Communication, Logistics, Marketing and Public Relations

Unit sets: Built Environment and Design

Unit sets: Communication

Unit sets: Creative Industries

Unit sets: Engineering

Unit sets: Entertainment

Unit sets: Entrepreneurship, Human Resource Management and Management

Unit sets: Natural Resource Sciences

Unit sets: Faculty of Health

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

Unit sets: International Exchange

Unit sets: Justice and Law

Unit sets: Mathematical Sciences

Unit sets: Multimedia and Technologies

Unit sets: Physical and Chemical Sciences

Unit sets: Science

Unit sets: Society and Culture

Unit sets: Urban Development and Construction

OVERVIEW

QUT's Faculty of Business develops global business professionals by offering real-world business courses designed in conjunction with industry and the business community.

With more than 8000 students enrolled each semester, including 2000 international students from over 70 countries and close to 1000 academic and support staff, Business is not only QUT's largest faculty, but also one of the largest and most respected business faculties in the country.

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

Accreditations – your guarantee of quality

We are the first business school in Australia to have attained all three leading symbols of excellence: the prestigious 'triple crown' of international accreditation, from leading accrediting bodies AACSB International (Association to Advance Collegiate Schools of Business), EFMD (European Foundation for Management Development) via its EQUIS System and AMBA (Association of MBAs). These accreditations mean your QUT business degree is even better recognised by employers globally.

The Faculty of Business is now in a select group of less than one per cent of business schools worldwide which hold all three accreditations.

International relevance

In today's global business environment, the Faculty's international focus remains a high priority hence integrating international content and perspective into our curriculum. Our international accreditations are testament to our commitment to forging quality global relationships and gaining recognition internationally.

We strive to enhance all our programs with an international perspective, through attracting teaching professionals with international experience as well as fostering teaching, research, and executive education partnerships with institutions from across the globe. Our student diversity, exchange programs and study tours provide international opportunities for students to enhance their studies.

Real-world focus

Our innovative programs recognise that in the ever-changing world of business, students need to be up to date with the professional world. QUT's real world focus is further reinforced by the diversity of experience and expertise of our local and international teaching staff, many of whom also work in industry, bringing current real-world examples to the classroom. This diversity creates a rich learning and research environment in which to study.

In the international business environment, a solid foundation in business principles is mandatory – along with the flexibility to pursue studies in multiple areas. With this in mind, the Faculty has developed a range of innovative and collaborative programs that allow students to graduate with the business acumen and entrepreneurial skills that they need to anticipate future business opportunities and challenges.

Students are encouraged to undertake real-world projects and are provided with opportunities to help develop

strong links with the business community. And you can take advantage of our extensive exchange program and our international study tour options.

Business Advantage program

Our award-winning Business Advantage program offers undergraduate students a wide range of co-curricular personal and professional development programs to enhance their learning experience. Students develop skills that enable them to contribute effectively as citizens, as leaders in the wider community, and as competent professionals within their chosen disciplines. Short programs are available in areas such as leadership, teamwork, public speaking and entrepreneurship. Business Advantage also provides the opportunity for students to work together on community projects, development programs, and participate in conferences and seminars.

Career outcomes

We know what employers want in today's business graduates - because we ask them. We regularly involve representatives from the business community in the development and review of our courses, and undertake employer research to rate our graduates' job readiness. In fact employers tell us our graduates are productive from day one, with the winning combination of theoretical and practical skills, which puts them in demand by some of the best companies and organisations in Australia and internationally.

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

CBD location

The Faculty of Business, incorporating four discipline-based schools, the Brisbane Graduate School of Business (BGSB) and Research centres, is based at QUT's Gardens Point campus in the heart of Brisbane, adjoining the beautiful City Botanic Gardens. Centrally located, the campus is easily accessible and convenient to Brisbane's central business district. Some of the Faculty's programs are also offered at the Caboolture campus in Brisbane's north.

Undergraduate courses

We recognise that in the ever-changing world of business you need a solid foundation in business principles along with the flexibility to pursue studies in multiple areas. Our Bachelor of Business includes eight core units which will equip you with generic skills and competencies for today's business environment. You will also develop discipline-based expertise through your primary major, and have the flexibility to tailor your studies to suit your own needs and career aspirations, through a wide range of complementary or diverse study options.

The 24-unit degree comprises three distinct components:

- eight Business Faculty core units that all students undertake as a broad-based introduction to business principles
- eight units in your chosen primary area of study, also known as your primary major. Students enrolling at our Gardens Point campus choose one of the following majors:

- Accountancy
- Advertising
- Economics
- Finance
- Human Resource Management
- International Business
- Management
- Marketing
- Public Relations.

- eight units in complementary study areas – choose a second major (six units), one or two minors (four units each), an extension in your primary area of study (four units), or select up to eight optional units across multiple areas of interest within Business, or across the university.

Double degrees are also a popular choice. A number of combinations are available, giving you expanded career options and a competitive edge on graduation.

The Bachelor of Business with a major Marketing or Management is also available at the Caboolture campus. Students enrolled at Gardens Point may also enrol in individual units at Caboolture for convenience.

Undergraduate study areas available are:

Majors (8 units):

- Accountancy
- Economics
- Finance
- Management
- Human Resource Management
- Advertising
- Marketing
- Public Relations
- International Business

Second Majors (6 units):

- Accountancy
- Business Regulation
- Forensics
- Economics
- Finance
- Management
- Human Resource Management
- Advertising
- Marketing
- Public Relations
- Integrated Marketing Communication (IMC)
- International Business
- International Logistics
- Language

Minors (4 units):

- Accountancy
- Business Regulation
- Forensics
- Superannuation and Wealth Management
- Economics
- Applied Economics
- Finance
- Quantitative Economics
- Management
- Human Resource Management
- Entrepreneurship

- Advertising
- Marketing
- Public Relations
- Integrated Marketing Communication (IMC)
- Sales
- Tourism and Entertainment Marketing
- International Business
- International Logistics
- Language

Extensions (4 units):

- Professional Accounting
- Regulation and Tax
- Financial Services (For Finance Students)
- Funds Management (For Finance Students)
- Management
- Human Resource Management
- Marketing

Undergraduate degree options

BACHELOR OF BUSINESS

QUT's Bachelor of Business provides students with a solid foundation in business principles as well as the flexibility to pursue studies in multiple areas – to suit their own career aspirations.

Students can complete their business major along with their selection of study areas from a comprehensive range of second majors, minors and a choice of up to eight units from Business or across the University – all within their three-year degree program.

We offer a range of innovative accelerated and expanded study options and scholarships for the Bachelor of Business, designed to enhance high achieving students' study experiences and expand their career opportunities.

Academic Excellence Scholarships (OP1-2)

Domestic OP1-2 students could be eligible to receive a generous \$5,000 scholarship upon entry to the Bachelor of Business or Business double degree.

Accelerated 2 year option (OP1-5)

High-achieving students can complete their degree in just two years and enter the workforce ahead of their peers.

Dean's Honours Program 3 year option (OP1-2)

Gain research and analytical skills valued by employers in this prestigious program which adds an Honours research degree to the Bachelor of Business in just three years. Scholarships of up to \$20,000 are available to selected students.

Traditional 3-year option

Complete your Bachelor of Business in three years. Students can benefit from free personal development modules available through our award-winning Business Advantage program.

Corporate Partners in Excellence (CPIE) 3 year scholarship program

CPIE provides two semesters of valuable work experience with our corporate partners while completing the Bachelor of Business. CPIE recipients receive a scholarship of \$28,500 and can graduate in just three years.

Degree plus Honours or Masters 4 year options

For students seeking further depth of expertise in their chosen field, or to broaden their studies into another business area, you can add an honours or masters degree to your Bachelor of Business in just one extra year.

Double Degrees

To meet the growing demands of industry and students, the Faculty also offers a range of Double Degrees which add a second degree from another QUT faculty to the Bachelor of Business. Students can complete both degrees in just four to five years. Double degrees are available in creative industries, engineering, health, IT, journalism, law, mathematics, psychology or science.

Postgraduate coursework degrees

There are many reasons for considering postgraduate study. Whether you are looking for career advancement, a change in career direction, personal development, or research opportunities we can help you with postgraduate studies to suit your needs. For non-degree holders, we offer alternative pathways that build on your work experience.

The Faculty's Brisbane Graduate School of Business (BGSB) administers the QUT MBA and Master of Business programs. Our MBA is consistently ranked among the top tier MBAs in Australia. The School offers 19 areas of specialisation including the latest topics in management such as Entrepreneurship, Leadership, Project Management, Philanthropy and Nonprofit Studies, and Corporate Governance.

Postgraduate studies are available in the following areas:

- Accounting
- Applied Finance
- Business Administration (MBA)
- Corporate Governance
- Entrepreneurship
- Finance
- Health Services Management
- Human Resource Management
- Integrated Marketing Communication
- International Business
- IT Management
- Leadership
- Marketing
- Philanthropy & Nonprofit studies
- Professional Accounting
- Project Management
- Public Relations
- Strategic Advertising
- Strategy

GRADUATE CERTIFICATE IN BUSINESS

The Graduate Certificate in Business offers students the choice of a four-unit interdisciplinary or specialised business qualification.

GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

The Graduate Certificate in Business Administration allows professionals to update their skills in selected core business discipline areas.

MASTER OF BUSINESS

With a variety of specialist majors, QUT's Master of Business allows students to top up their professional skills, or change careers to the business profession of their choice, even if they have not studied business before.

MASTER OF BUSINESS – ADVANCED

This course allows students to build on their Master of Business with additional coursework or research study.

MASTER OF BUSINESS ADMINISTRATION (MBA)

Our highly regarded MBA program is designed to give experienced professionals the management skills they need to contribute effectively at senior levels. The innovative structure and content of the MBA gives students a distinct career advantage by offering a broader range of core and elective units.

EXECUTIVE MBA (INTENSIVE DELIVERY)

Designed for business leaders, QUT's Executive MBA delivers the MBA program through intensive weekend classes. Refer to page 10 for more information.

MBUS/MBA

The combined Master of Business/MBA combines the breadth of general management knowledge and skills of the MBA with the depth of expertise in a chosen specialist business discipline. Applicants must meet the MBA entry requirements.

MBUS/MBUS

The combined Master of Business/Master of Business degrees provide students with the opportunity to develop depth of expertise in two business disciplines. Applicants must have an undergraduate degree with an overall minimum GPA of 4 (on a 7-point scale).

Students entering the Accounting major require an appropriate degree in accountancy.

MORE INFORMATION

www.bus.qut.com

Phone +61 7 3138 2050

Email bus@qut.edu.au

Extensive Research Opportunities

The Faculty of Business is a hub of leading business research in Australia, delivering real-world outcomes to inform business, industry, government and the community both locally and internationally. Research activity undertaken by the Faculty's academic staff flows through to our course content to ensure students benefit from current business thinking.

Our mission is to combine a 'real-world' focus on research that is relevant to business and policy practice with an unrelenting pursuit of the highest scholarly standards. The Faculty's research effort is coordinated through two national centres and three specialised research programs, which also support external collaboration and interdisciplinary research to strengthen the Faculty's research portfolio. The Faculty's schools also conduct research within their specialist areas.

ARC Grant Success

- Australian infrastructure
- Australian workplaces
- Corporate governance and sustainability
- Economics of optimism
- Entrepreneurial opportunities
- Project leadership
- Sexual harassment in Australia
- Urban water conservation

On-going community projects

- Developing your board - Australian nonprofit sector
- Car fleet safety - Australian nonprofit sector
- Asset management - Royal Australian Navy

Industry Partnerships

- Age of the airport city (Airport Metropolis Project)
- Entrepreneurial emergence (CAUSEE Project)
- Knowledge transfer systems (ARC Linkage)

Selected A* Publications

- Journal of Applied Psychology
- Journal of Business Venturing
- Construction Management & Economics
- Journal of Development Economics
- Journal of Economic Literature
- Economic Dynamics & Control
- Entrepreneurship Theory & Practice
- Journal of Health Economics
- Organization Science
- Strategic Management Journal
- Transportation Research

Postgraduate research degrees

BACHELOR OF BUSINESS (HONOURS)

The Honours program allows high achieving students from the Bachelor of Business to advance their studies in their field. Students develop the ability to conduct rigorous independent research and integrate conceptual and practical knowledge.

MASTER OF BUSINESS (RESEARCH)

Students pursue advanced studies within their discipline and develop their capacity to conduct rigorous independent research. Students undertake advanced coursework that integrates conceptual and practical issues.

DOCTOR OF PHILOSOPHY (PhD)

The PhD offers students the opportunity to demonstrate academic rigor in a broad field of learning and to make an original and substantial contribution to knowledge in that field.

DOCTOR OF BUSINESS ADMINISTRATION (DBA)

Designed for working professionals, the DBA will offer business graduates with an MBA or equivalent the chance to extend their knowledge and research capacity through a combination of coursework and research.

SENIOR STAFF

Faculty Office

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

Assistant Dean (Teaching & Learning) Professor L. Simpson, DipT Mt Gravatt CAE, BEd Brisbane CAE, MEd James Cook

Assistant Dean (Research): Professor P. Davidsson, MSc Licentiate of Economics PhD Stockholm School of Economics

Director of Graduate Studies: Dr A. Gudmundsson, BSci BBSec (Hons) GradCertEd PhD Griff

Director of Undergraduate Studies: Dr E. French, BBus MBus PhD QUT

Director International: Mr A. Paltridge, BA BEd (Hons) MEcSt Qld, GradCert (HigherEd) Griff

Director of the Australian Centre of Philanthropy & Non-profit Studies (CPNS): Professor M. McGregor-Lowndes, BA LLB Qld, MAdmin PhD Griff, Solicitor of Supreme Court of Queensland and High Court of Australia

Brisbane Graduate School of Business

Director of Graduate Studies: Dr A. Gudmundsson, BSci BBSec (Hons) GradCertEd PhD Griff

School of Accountancy

Head: Professor C. Ryan, BCom DipEd MFinMgt Qld, PhD Griff, FCPA, CA

Professors:

G. Gallery BCom Griff, BCom(Hons) MFinMgt PhD Qld CPA
 N. Gallery, BBus(Accy) QUT, BCom (Hons) PhD Griff, CPA
 M. McGregor-Lowndes, BA LLB Qld, MAdmin PhD Griff, Solicitor of Supreme Court of Queensland and High Court of Australia

Associate Professors:

M. Hutchinson, BBus WIAE, GradDipEd Monash, MCom Deakin, PhD Deakin, CPA
 S. Tooley, BBS DipAcc (Tax) MBS Massey, PhD Macquarie, CA, CPA
 H. Irvine, BCom Qld, MCom PhD UoW, CPA

School of Advertising, Marketing and Public Relations

Head: Associate Professor R. Xavier, BBus (Comm) MBus (Research) QUT, FFin FPRIA

Professors:

J. Drennan, BEd SA, MEd Melb., PhD Deakin
 B. Martin, B.Comm Auckland, M.Comm(Hons) Auckland, PhD Otago
 L. Simpson, DipT Mt Gravatt CAE, BEd Brisbane CAE, MEd James Cook

Associate Professors:

G. Kerr, BBusCom(Adv) QUT, MBus (Research) QUT, PhD QUT
 I. Lings, BSc(Hons) Trent, MBA PhD Aston
 R. Russell-Bennett, BComm(Hons) Griff, PhD Qld

School of Economics and Finance

Head: Professor T.J.C. Robinson, BEcon (Hons) PhD Qld

Professors:

U. Dulleck, Habilitation (Economics) Vienna, PhD(Econ) Humboldt University of Berlin, Dip(Econ) Free University Berlin
 P. Frijters, BEconometrics Groningen, PhD University of Amsterdam
 J. How, BComm (Hons) PhD W.Aust.
 A.S. Hurn, BCom(Hons) Natal, MPhil DPhil Oxon
 A. Pagan BEcon(Hons) Qld, PhD ANU
 B. Torgler, MA(Econ) UZH, PhD(Econ) Basel

Associate Professors:

A. Clements, Bbus (Hons) PhD QUT
 P. Verhoeven, PhD W.Aust.
 C. Wilson, BEc Peradeniya, MPhil (Env and Dev) Cambridge, MSce (Econ) Glasgow, PhD St Andrews

School of Management

Head: Professor L. Bradley, BA (Hons) MOrgPsych, PhD Qld

Professors:

P. Davidsson, MSc Licentiate of Economics, PhD Stockholm School of Economics
 C. Hatcher, ASDA AMEB BA Qld, BEd Brisbane CAE, MA (Hons) CSU, LTCL London, PhD QUT

P. Hyland, DipT Woollongong, GradDipEdStud (Admin) Woollongong, PhD Woollongong
 B. Kabanoff, BA(Hons) Qld, PhD Flinders
 R. Parker, BA LLB(Hons) PhD GradCert (HigherEd) Qld

Associate Professors:

C. Dalglish, GradDiploma, DipEd (Admin) Institute of Education London, BA Natal, MSc PhD Cranfield Institute of Technology
 A. Pisarski, BA(BehavSc) Darling Downs Institute, MAppPsych Grad Dip Psych PhD Qld
 P. Steffens, BEng(Hons) PhD Qld
 R. Zolin, BBus QIT, MBus Monash, MA PhD Stanford

RESEARCH CENTRES

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- Knowledge transfer systems (ARC Linkage)

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- Journal of Business Venturing

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- Journal of Development Economics
- Journal of Economic Literature
- Economic Dynamics & Control
- Entrepreneurship Theory & Practice
- Journal of Health Economics
- Organization Science
- Strategic Management Journal
- Transportation Research

National research centres

The Australian Centre for Philanthropy and Nonprofit Studies (CPNS) is committed to the advancement of issues related to philanthropy and nonprofit organisations through active research and information sharing. The centre is the first and only fully accredited member of the Nonprofit Academic Centres Council in the southern hemisphere, being a member with the most prestigious and innovative centres in North America. CPNS is located within the School of Accountancy and is a leader in third sector research in Australia.

The National Centre for Econometric Research (NCER) is a joint research initiative between QUT and the University of Technology Sydney. It is dedicated to enhancing, undertaking and disseminating information and knowledge about econometric research methods among public policy makers, business professionals, and the academic community. This research embraces all forms of econometrics development of new methodologies, estimating quantitative models of economic and financial behaviour, assessing the effects of public policy and projecting the effects of alternative policy proposals.

Specialised research programs

Entrepreneurship and Innovation is a multidisciplinary research program which focuses on business start-ups, characteristics of entrepreneurship, and business innovation. Unique in Australia, it seeks to generate cutting-edge research which fosters the development of knowledge and resources for business development and growth.

Infrastructure Management examines how people and processes in specific organisational cultures can best be managed to achieve strategic organisational goals and quality work life. The focus is on understanding factors which assist organisational performance, as well as individual well-being. The program examines the very complex linking of issues which together result in successful infrastructure management.

Services Innovation Research Program provides a focal point for research on technological and non-technical innovation in the services sector across marketing, management, economics and accounting. Recognising the importance of services in national economies, the program examines customer service, service quality and innovation, online and offline services, human resources in the services sector and services management. Studies also investigate the adoption and diffusion of information technologies, new e-marketing strategies and the impact of mobile digital technology on service users.

Other key research projects

The Airport Metropolis Research Project is a world-first initiative exploring the emergence of the 'Airport Metropolis' phenomenon. QUT is taking the lead in the study, researching the relationship between airports and their urban surroundings, across Australia and internationally. After years of planning by Brisbane Airport Corporation (BAC) and QUT, the A\$3.8 million project is a unique international collaboration between the community, industry, universities and three levels of government.

The Comprehensive Australian Study of Entrepreneurial Emergence (CAUSEE) research project is providing large-scale insight into our understanding of independent entrepreneurship in Australia. It is the largest research study of business start-ups ever undertaken in Australia, and the only large-scale study to track particular ventures over time. For more information and the latest findings, visit www.causee.bus.qut.edu.au/

School-based research

The Faculty recognises the importance of strong discipline-focused research undertaken by its Schools, and actively encourages interdisciplinary research.

MORE INFORMATION

www.bus.qut.com/research

Phone +61 7 3138 2050

Email bus@qut.edu.au

Bachelor of Business (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): Refer to majors

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: Gardens Point: 79, Caboolture: 70

Past OP cut-off: Gardens Point: 11, Caboolture: 15

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Campus: Gardens Point and Caboolture

Course design

The new Bachelor of Business degree allows you to be flexible in your chosen field of studies to suit your own needs and career aspirations. The three distinct components within the degree give you many combinations of majors and specialisations.

Students commencing the Bachelor of Business must complete 24 units of equal weighting totalling 288 credit points, comprised of:

(a) eight Faculty Core units

(b) one block of eight Major Core units

(c) choice of one block of:

- six Second Major units and two Electives or
- eight Electives or
- two Minors (four units each) (university or faculty or extension) or
- one Minor (four units)(university or faculty or extension) and four Electives.

Enrolment and advanced standing

You may wish to apply for advanced standing (also known as credit or exemption) for former completed studies and other assessable learning outcomes. See more on Advanced Standing .

Caboolture campus students: The Faculty Core units and the Management and Marketing majors are available at this campus. Students must choose first year Faculty Core units at Caboolture campus but may choose units from majors from other Business disciplines at Gardens Point to complete the rest of their degree. When enrolling for the first time, students will be required to select either Management or Marketing as their major. After their first year, students

will be able to change their major. Students may choose majors offered at Gardens Point or continue their studies at Caboolture. Students from other campuses may enrol in units at Caboolture. Students who wish to complete their degree in full-time mode should consult Studyfinder for specific course progression and enrolment advice.

Gardens Point campus students: The first year program and all Business study areas are available at Gardens Point. Students commencing this course at Gardens Point campus must enrol on-line by nominating their primary major and then enrol in units according to that major. You are required to only nominate your first major to satisfy enrolment procedures. The second area of study, i.e. Second Major/Extension/Minor may be nominated at a later date. Students who have been granted advanced standing (academic credit) should nominate their second area of study (i.e. Second Major/Extension/Minor) in order to determine their enrolment program.

Special requirements

- For your course structure and enrolment advice see Course Checklist and follow the instructions.
- A full-time student may only enrol in units contained in the normal course program for semesters 1 and 2 in the first year of study unless in exceptional circumstances and with the approval of the Course Coordinator.
- A part-time student may only select units from those listed for years 1 and 2 in the first two years of study.
- Students must take Faculty Core units at first attempt, in the semester outlined in the structure of their chosen major.
- A student must enrol in more than one unit in any semester, unless they have the approval of the Course Coordinator.

International students

International students must maintain a full-time study load to meet student visa requirements. International students are only permitted to enrol in units at Gardens Point campus. International students should consult the International Student Office on Level 2, B Block for advice.

Professional recognition

Professional Recognition can be found in the individual majors of the Bachelor of Business (BS05).

Discipline coordinators

Accountancy: Ros Kent

Advertising: Gayle Kerr

Economics: Tommy Tang

Finance: Anup Basu

Human Resource Management: Greg Southey

International Business: Michael Cox

Management: Kavoos Mohannak

Marketing: Bill Proud

Public Relations: Amisha Mehta

Student support – Receive personal support through a dedicated Student Enquiries Centre. Have your admission, enrolment, and study enquiries answered by our Student Learning Advisors at the Centre on Level 1, B Block, phone 3138 2050 or email us: bus@qut.edu.au

Deferment

All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

Bachelor of Business (Honours) year option

Refer to (BS63) for details.

Degree plus Masters option

You can also expand your career options with a Master of Business in a complementary study area.

Faculty Core Units

Faculty Core Units

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB115	Management
BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Accountancy Unit Sets

Primary Major

Accountancy - 8 Unit Major

AYB200	Financial Accounting
AYB225	Management Accounting
AYB221	Computerised Accounting Systems
AYB219	Taxation Law
AYB340	Company Accounting
AYB311	Financial Accounting Issues
AYB301	Audit and Assurance
AYB339	Accountancy Capstone

Second Area of Study

Accountancy - 6 Unit Major

AYB200	Financial Accounting
AYB225	Management Accounting
AYB219	Taxation Law
AYB221	Computerised Accounting Systems
AYB340	Company Accounting
AYB301	Audit and Assurance

Forensics - 6 Unit Major

AYB114	Business Technologies
AYB115	Governance Issues and Fraud
AYB341	Forensic and Business Intelligence
INB312	Enterprise Systems Applications
PLUS:	select two (2) units from:
AYB221	Computerised Accounting Systems
INB220	Business Analysis
INB311	Enterprise Systems
INB342	Enterprise Data Mining
INB343	Advanced Data Mining and Data Warehousing

Business Regulations - 6 Unit Major (for non-Accounting students)

AYB219	Taxation Law
AYB320	Advanced Taxation Law
MGB201	Contemporary Employment Relations
MGB339	Performance and Reward
PLUS:	select two (2) units from:
AMB231	Marketing Communications Regulations and Ethics
AYB115	Governance Issues and Fraud
AYB205	Law of Business Entities
AYB230	Corporations Law
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning

Accountancy - Professional Accounting Extension (for professional recognition)

AYB230	Corporations Law
AYB321	Strategic Management Accounting
EFB210	Finance 1
PLUS:	select one (1) unit from:
AYB227	International Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law

Accountancy - Regulation and Tax Extension

	Select four (4) units from:
AYB205	Law of Business Entities
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law
AYB338	Accountancy Work Placement

Forensics Minor

AYB114	Business Technologies
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FACULTY OF BUSINESS

- AYB115 Governance Issues and Fraud
 AYB341 Forensic and Business Intelligence
 PLUS: select one (1) unit from:
 AYB205 Law of Business Entities
 AYB221 Computerised Accounting Systems
 AYB338 Accountancy Work Placement

Superannuation and Wealth Management Minor

- AYB240 Superannuation Regulation and Practice
 AYB250 Personal Financial Planning
 PLUS: select two (2) units from:
 AYB205 Law of Business Entities
 AYB219 Taxation Law
 AYB320 Advanced Taxation Law
 AYB338 Accountancy Work Placement

Business Regulation Minor (for non-Accounting students)

- AYB219 Taxation Law
 PLUS: select three (3) units from:
 AMB231 Marketing Communications Regulations and Ethics
 AYB115 Governance Issues and Fraud
 AYB205 Law of Business Entities
 AYB230 Corporations Law
 AYB232 Financial Institutions Law
 AYB240 Superannuation Regulation and Practice
 AYB250 Personal Financial Planning
 AYB320 Advanced Taxation Law
 MGB201 Contemporary Employment Relations
 MGB339 Performance and Reward

Accountancy Minor (for non-Accounting students)

- Select four (4) units from:
 AYB200 Financial Accounting
 AYB219 Taxation Law
 AYB221 Computerised Accounting Systems
 AYB225 Management Accounting
 AYB240 Superannuation Regulation and Practice
 AYB250 Personal Financial Planning

Advertising Unit Sets

Primary Major

Advertising - 8 Unit Major

- AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research
 AMB220 Advertising Theory and Practice
 AMB318 Advertising Copywriting
 AMB319 Media Planning
 AMB320 Advertising Management

- AMB330 Advertising Planning Portfolio
 AMB339 Advertising Campaigns

Second Area of Study

Advertising - 6 Unit Major

- AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice
 AMB318 Advertising Copywriting
 AMB319 Media Planning
 AMB320 Advertising Management
 AMB330 Advertising Planning Portfolio

Integrated Marketing Communication - 6 Unit Major

- AMB202 Integrated Marketing Communication
 AMB208 Events Marketing
 AMB220 Advertising Theory and Practice
 AMB263 Introduction To Public Relations
 AMB331 Direct Marketing
 AMB350 Sales and Customer Relationship Management

Advertising Minor (for non-Advertising students)

- AMB220 Advertising Theory and Practice
 AMB318 Advertising Copywriting
 AMB319 Media Planning
 AMB320 Advertising Management

Integrated Marketing Communication - Minor

- AMB202 Integrated Marketing Communication
 AMB331 Direct Marketing
 AMB350 Sales and Customer Relationship Management
 Choose one from the following:
 AMB263 Introduction To Public Relations
 AMB220 Advertising Theory and Practice

Economics Unit Sets

Primary Major

Economics - 8 Unit Major

- EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2
 EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics
 EFB338 Contemporary Application of Economic Theory
 Plus any three of the following:
 EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics
 EFB337 Game Theory and Applications

Second Area of Study

Economics - 6 Unit Major (for non Finance major students)

- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- Plus any two of the following:
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Economics - 6 unit major (for Finance students)

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- Plus four of the following:
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Economics - Minor (for non-Economics and Finance students)

- EFB223 Economics 2
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- Plus one of the following:
- EFB332 Applied Behavioural Economics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Economics minor (for Finance students)

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- Plus two of the following:
- EFB332 Applied Behavioural Economics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Applied Economics Minor (for non-Economics and Finance students)

- EFB223 Economics 2
- EFB332 Applied Behavioural Economics
- EFB334 Environmental Economics and Policy

Plus one of the following:

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics

Applied Economics minor (for Finance students)

- EFB332 Applied Behavioural Economics
- EFB334 Environmental Economics and Policy
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics

Quantitative Economics minor (for non-Economics and Finance students)

- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2
- EFB333 Introductory Econometrics

Plus one of the following:

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- EFB332 Applied Behavioural Economics
- EFB334 Environmental Economics and Policy

Quantitative Economic minor (for Finance students)

- EFB333 Introductory Econometrics
- Plus three of the following:
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- EFB332 Applied Behavioural Economics
- EFB334 Environmental Economics and Policy

Finance Unit Sets

Primary Major

Finance - 8 Unit Major

- EFB201 Financial Markets
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2
- EFB307 Finance 2
- EFB312 International Finance
- EFB335 Investments
- EFB340 Finance Capstone

Second Area of Study

Finance - 6 Unit Major (for non Economics students)

- EFB201 Financial Markets
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2

EFB307 Finance 2
EFB312 International Finance

Finance - 6 unit Major (for Economics students)

EFB210 Finance 1
EFB201 Financial Markets
EFB307 Finance 2
EFB312 International Finance
EFB335 Investments
EFB340 Finance Capstone

Finance - Minor (for non-Finance students)

EFB201 Financial Markets
EFB210 Finance 1
EFB307 Finance 2
EFB312 International Finance

Finance - Funds Management Extension

EFB308 Finance 3
EFB309 Financial Derivatives
EFB326 Applied Portfolio Management
EFB333 Introductory Econometrics

Finance - Financial Services Extension

AYB232 Financial Institutions Law
EFB310 Financial Institutions - Control
EFB311 Financial Institutions - Lending
EFB339 Financial Planning and Investments

Human Resource Management Unit Sets

Primary Major

Human Resource Management 8 Unit Major

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations
MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods
MGB320 Recruitment and Selection
MGB331 Learning and Development in Organisations
MGB339 Performance and Reward
MGB370 Personal and Professional Development

Second Area of Study

Human Resource Management 6 Unit Major

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations
MGB207 Human Resource Issues and Strategy
MGB320 Recruitment and Selection
MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Human Resource Management Extension (for Human Resource Management students)

MGB305 HRM Strategy and Policy
MGB314 Organisational Consulting and Change
Plus any two of:
MGB225 Intercultural Communication and Negotiation Skills
MGB306 Independent Study
MGB309 Strategic Management
MGB338 Workplace Learning

HRM Minor (For non-HRM students)

Choose 1 of the following:
MGB320 Recruitment and Selection
MGB331 Learning and Development in Organisations
PLUS: Choose 3 of the following:
MGB200 Leading Organisations
MGB201 Contemporary Employment Relations
MGB207 Human Resource Issues and Strategy
MGB339 Performance and Reward

International Business Unit Sets

Primary Major

International Business - 8 Unit Major

AMB210 Importing and Exporting
AMB303 International Logistics
AMB336 International Marketing
AMB369 International Business Strategy
AYB227 International Accounting
EFB240 Finance for International Business
MGB225 Intercultural Communication and Negotiation Skills
MGB340 International Business in the Asia-Pacific

Second Area of Study

International Business - 6 Unit Major

AMB204 Purchasing and Procurement
AMB210 Importing and Exporting
AMB303 International Logistics
AMB336 International Marketing
MGB225 Intercultural Communication and Negotiation Skills
MGB340 International Business in the Asia-Pacific

International Logistics - 6 Unit Major

AMB204 Purchasing and Procurement
AMB210 Importing and Exporting
AMB303 International Logistics
AMB336 International Marketing

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MGB210 Managing Operations

MGB335 Project Management

International Logistics - Minor

AMB204 Purchasing and Procurement

AMB210 Importing and Exporting

AMB303 International Logistics

MGB210 Managing Operations

International Business - Minor (for non International Business students)

AMB210 Importing and Exporting

AMB336 International Marketing

MGB225 Intercultural Communication and Negotiation Skills

MGB340 International Business in the Asia-pacific

Management Unit Sets

Primary Major

Management - 8 Unit Major

MGB200 Leading Organisations

MGB210 Managing Operations

MGB223 Entrepreneurship and Innovation

MGB225 Intercultural Communication and Negotiation Skills

MGB309 Strategic Management

MGB310 Sustainability in A Changing Environment

MGB324 Managing Business Growth

MGB335 Project Management

Second Area of Study

Management - 6 Unit Major

MGB200 Leading Organisations

MGB210 Managing Operations

MGB223 Entrepreneurship and Innovation

MGB225 Intercultural Communication and Negotiation Skills

MGB310 Sustainability in A Changing Environment

MGB309 Strategic Management

Management Extension (for Management Students)

MGB201 Contemporary Employment Relations

MGB331 Learning and Development in Organisations
Plus any two of:

AMB252 Business Decision Making

MGB306 Independent Study

MGB338 Workplace Learning

MGB370 Personal and Professional Development

Minor - Entrepreneurship

MGB223 Entrepreneurship and Innovation

MGB324 Managing Business Growth

Plus two of the following:

MGB200 Leading Organisations

MGB210 Managing Operations

MGB225 Intercultural Communication and Negotiation Skills

MGB310 Sustainability in A Changing Environment

Minor - Management (for non-Management students)

MGB309 Strategic Management

Plus three of the following:

MGB200 Leading Organisations

MGB210 Managing Operations

MGB223 Entrepreneurship and Innovation

MGB225 Intercultural Communication and Negotiation Skills

MGB310 Sustainability in A Changing Environment

Marketing Unit Sets

Primary Major

Marketing - 8 Unit Major

AMB200 Consumer Behaviour

AMB201 Marketing and Audience Research

AMB202 Integrated Marketing Communication

AMB240 Marketing Planning and Management

AMB335 E-marketing Strategies

AMB336 International Marketing

AMB340 Services Marketing

AMB359 Strategic Marketing

Second Area of Study

Marketing - 6 Unit Major

AMB200 Consumer Behaviour

AMB201 Marketing and Audience Research

AMB202 Integrated Marketing Communication

AMB240 Marketing Planning and Management

AMB336 International Marketing

AMB340 Services Marketing

Marketing - Extension

Choose 4 from:

AMB206 Social Marketing

AMB251 Innovation and Brand Management

AMB252 Business Decision Making

AMB303 International Logistics

AMB310 Internship

AMB350 Sales and Customer Relationship Management

Marketing - Minor

- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management

Sales - Minor

- AMB331 Direct Marketing
- AMB249 Professional Selling
- AMB350 Sales and Customer Relationship Management
- MGB225 Intercultural Communication and Negotiation Skills

Tourism and Entertainment Marketing Minor

- AMB207 Entertainment Marketing
- AMB209 Tourism Marketing
- AMB208 Events Marketing
- AMB264 Public Relations Techniques

Public Relations Unit Sets

Primary Major

Public Relations - 8 Unit Major

- AMB201 Marketing and Audience Research
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB374 Global Public Relations Cases
- AMB375 Public Relations Management
- AMB379 Public Relations Campaigns

Second Area of Study

Public Relations - 6 Unit Major

- AMB201 Marketing and Audience Research
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB374 Global Public Relations Cases

Public Relations Minor (for non Public Relations students)

- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB374 Global Public Relations Cases

Marketing and Management Course Structure - Sem 1 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 1

- BSB126 Marketing
Faculty Core Unit
- Faculty Core Unit
- Faculty Core Unit

Year 1, Semester 2

- BSB115 Management
- AMB201 Marketing and Audience Research
- AMB240 Marketing Planning and Management
- AMB200 Consumer Behaviour

Year 2, Semester 1

- MGB200 Leading Organisations
- AMB202 Integrated Marketing Communication
Elective Unit
Elective Unit

Year 2, Semester 2

- Faculty Core Unit
- MGB223 Entrepreneurship and Innovation
- MGB309 Strategic Management
- MGB310 Sustainability in A Changing Environment

Year 3, Semester 1

- AMB335 E-marketing Strategies
OR
- MGB324 Managing Business Growth
- MGB225 Intercultural Communication and Negotiation Skills
- AMB340 Services Marketing
- MGB210 Managing Operations

Year 3, Semester 2

- Faculty Core Unit
- Faculty Core Unit
- AMB336 International Marketing
- MGB335 Project Management
OR
- AMB359 Strategic Marketing

Marketing and Management Course Structure - Sem 2 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 2

- BSB115 Management
Faculty Core Unit
- Faculty Core Unit
- Faculty Core Unit

Year 2, Semester 1

- BSB126 Marketing
Faculty Core Unit

Faculty Core Unit
MGB200 Leading Organisations

Skills
MGB210 Managing Operations
Elective Unit

Year 2, Semester 2

AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management
MGB309 Strategic Management
MGB310 Sustainability in A Changing Environment

Year 2, Semester 2

AMB200 Consumer Behaviour
MGB223 Entrepreneurship and Innovation
AMB336 International Marketing
Faculty Core Unit

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation Skills
AMB340 Services Marketing
MGB210 Managing Operations
AMB335 E-marketing Strategies
Or
AMB335 E-marketing Strategies

Year 3, Semester 1

AMB202 Integrated Marketing Communication
AMB335 E-marketing Strategies
OR
MGB324 Managing Business Growth
AMB340 Services Marketing
Elective

Year 3, Semester 2

MGB223 Entrepreneurship and Innovation
MGB335 Project Management
OR
AMB359 Strategic Marketing
AMB336 International Marketing
AMB200 Consumer Behaviour

Year 3, Semester 2

Faculty Core Unit
MGB309 Strategic Management
MGB310 Sustainability in A Changing Environment
MGB335 Project Management
OR
AMB359 Strategic Marketing

Year 4, Semester 1

AMB202 Integrated Marketing Communication
Faculty Core Unit
Elective Unit
MGB324 Managing Business Growth
Or
Elective Unit

Marketing and Management Course Structure - Sem 2 entry (EVEN YEAR) (for Caboolture students only)

Year 1, Semester 2

BSB115 Management
Faculty Core Unit
Faculty Core Unit
Faculty Core Unit

Marketing and Management Course Structure - Sem 1 entry (EVEN YEAR) (for Caboolture students only)

Year 1, Semester 1

BSB126 Marketing
Faculty Core Unit
Faculty Core Unit
Faculty Core Unit

Year 2, Semester 1

BSB126 Marketing
MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills
MGB210 Managing Operations

Year 1, Semester 2

BSB115 Management
AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management
Faculty Core Unit

Year 2, Semester 2

AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management
MGB309 Strategic Management
AMB200 Consumer Behaviour

Year 2, Semester 1

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation

Year 3, Semester 1

Faculty Core Unit
AMB202 Integrated Marketing Communication
AMB340 Services Marketing

AMB335	E-marketing Strategies	AMB340	Services Marketing
	Or	AMB359	Strategic Marketing
	Faculty Core Unit		

Year 3, Semester 2

MGB223	Entrepreneurship and Innovation
MGB335	Project Management
	OR
AMB359	Strategic Marketing
AMB336	International Marketing
MGB310	Sustainability in A Changing Environment

Year 4, Semester 1

	Elective Unit
	Elective Unit
	Faculty Core Unit
MGB324	Managing Business Growth
	Or
	Faculty Core Unit

Marketing and Management Unit List (for Caboolture students)

Faculty Core Units

BSB110	Accounting
BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB111	Business Law and Ethics
BSB113	Economics
BSB115	Management
BSB126	Marketing

Management Units

MGB200	Leading Organisations
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
MGB225	Intercultural Communication and Negotiation Skills
MGB309	Strategic Management
MGB310	Sustainability in A Changing Environment
MGB324	Managing Business Growth
MGB335	Project Management

Marketing Units

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
AMB335	E-marketing Strategies
AMB336	International Marketing

Bachelor of Business (Accountancy) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July

International Entry: February, July and November (International Student can only attend Gardens Point Campus)

QTAC code: 413021

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Ms Ros Kent

Campus: Gardens Point

Your degree at a glance

Year 1

Sign up for Accounting Connexions to learn the ropes of university life from an experienced student. Academically, you will build a base of broad business knowledge through the core units, covering all areas of business from finance and economics through to marketing and electronic business. Generic skills in all areas will enhance your understanding of how businesses operate within the commercial and legal environment. Start your accountancy major in second semester with a focus on financial reporting and disclosure.

Year 2

You will learn how to interpret financial information and reports and gain skills in using this information for business decision making. Practical experience in using software such as MYOB and Accounting Information Systems Cycles will complement your theoretical knowledge in corporate reporting and product costing. You can start to build your professional networks and find out more about the corporate world that awaits you at boardroom seminars. You'll also start to shape your career with the selection of a second study area.

Year 3

You will draw on the knowledge gained through your major to solve real-world accounting problems such as preparing a tax return or analysing the financial statements of a client business. You'll also investigate how auditors report on the financial statements of companies, individuals and trusts.

For the best chance of a top job to launch your career, attend graduate recruitment events on campus or take a work placement with one of our industry partners.

Professional recognition

Students may meet eligibility for Associate Membership of CPA Australia and enrolment in the CPA Program, academic requirements for enrolment in the Chartered Accountants Program of the Institute of Chartered Accountants in Australia, associate membership with the National Institute of Accountants and associate membership of the Taxation Institute of Australia through:

Study area

Accountancy major – electives EFB210 Finance 1 and AYB321 Strategic Management Accounting and AYB230 Corporations Law

Second study area

Regulation and Tax extension – electives Professional Accounting Extension or EFB210 Finance 1 and AYB321 Strategic Management Accounting and AYB230 Corporations Law

Finance second major – electives AYB321 Strategic Management Accounting and AYB230 Corporations Law

Forensics minor – electives Professional Accounting extension or EFB210 Finance 1 and AYB321 Strategic Management Accounting and AYB230 Corporations Law

Superannuation and Wealth Management minor – electives Professional Accounting extension or EFB210 Finance 1 and AYB321 Strategic Management Accounting and AYB230 Corporations Law

Students who complete the Superannuation and Wealth Management minor in conjunction with an Accountancy major will also meet the Australian Securities and Investments Commission RG146 competency and skill requirements for Tier 1 financial advisors.

Recently we also acquired accreditation with the Association of Chartered Certified Accountants.

This means your accountancy qualification is instantly recognised in Australia and overseas.

Career preparation program

Accounting Connexions helps you settle into university life by matching first-year students with established accountancy students. You'll get to know how university works, where the library and computer labs are, and meet other students.

Real world focus

Our Johnston Rorke Boardroom Seminar Series gives some second-year students a feel for corporate life, with the opportunity to talk to partners of the firm about real client cases.

In third year some students will have the opportunity to

undertake an organised work experience placement with an accounting firm or in an organisation in the media, community, banking or government sector. Demonstrating your ability to apply your knowledge in a real workplace is another way you can stand out from the crowd to future employers.

You can even get a taste of what life is like as a researcher during your studies, with paid research work opportunities within the School, working with academic supervisors on real-world research projects, or as part of a Summer Semester Research scholarship. You might discover your potential for research work or an academic career.

Other majors

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

Abbreviation

BBus(Accy)

Accountancy (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB124	Working in Business

Year 1, Semester 2

BSB123	Data Analysis
BSB115	Management
AYB200	Financial Accounting
AYB225	Management Accounting

Year 2, Semester 1

AYB221	Computerised Accounting Systems
AYB219	Taxation Law
	Second Area of Study OR Elective
	Second Area of Study OR Elective

Year 2, Semester 2

AYB340	Company Accounting
	Second Area of Study OR Elective
	Second Area of Study OR Elective
	Second Area of Study OR Elective

Year 3, Semester 1

AYB311	Financial Accounting Issues
BSB119	Global Business
	Second Area of Study OR Elective
	Second Area of Study OR Elective

Year 3, Semester 2

AYB339	Accountancy Capstone
AYB301	Audit and Assurance
BSB126	Marketing
	Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Accountancy) Unit Sets. Check unit availability when selecting Second Area of Study units.

Accountancy (Full-time Semester 2 Entry)

Year 1, Semester 2

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB124	Working in Business

Year 2, Semester 1

BSB123	Data Analysis
BSB115	Management
AYB200	Financial Accounting
AYB225	Management Accounting

Year 2, Semester 2

AYB221	Computerised Accounting Systems
AYB219	Taxation Law
	Second Area of Study OR Elective
	Second Area of Study OR Elective

Year 3, Semester 1

AYB340	Company Accounting
	Second Area of Study OR Elective
	Second Area of Study OR Elective
	Second Area of Study OR Elective

Year 3, Semester 2

AYB311	Financial Accounting Issues
BSB119	Global Business
	Second Area of Study OR Elective
	Second Area of Study OR Elective

Year 4, Semester 1

AYB339	Accountancy Capstone
AYB301	Audit and Assurance
	Second Area of Study OR Elective
BSB126	Marketing

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Accountancy) Unit

Sets. Check unit availability when selecting Second Area of Study units.

be viewed under BS05 (Accountancy) Unit Sets. Check unit availability when selecting Second Area of Study units.

Accountancy (Part-time Semester 1 Entry)

Year 1, Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 1, Semester 2

BSB113 Economics
BSB124 Working in Business

Year 2, Semester 1

BSB123 Data Analysis
AYB200 Financial Accounting

Year 2, Semester 2

BSB115 Management
AYB225 Management Accounting

Year 3, Semester 1

AYB221 Computerised Accounting Systems
Second Area of Study OR Elective

Year 3, Semester 2

AYB219 Taxation Law
Second Area of Study OR Elective

Year 4, Semester 1

AYB340 Company Accounting
Second Area of Study OR Elective

Year 4, Semester 2

Second Area of Study OR Elective
Second Area of Study OR Elective

Year 5, Semester 1

Second Area of Study OR Elective
Second Area of Study OR Elective

Year 5, Semester 2

AYB301 Audit and Assurance
BSB119 Global Business

Year 6, Semester 1

AYB311 Financial Accounting Issues
BSB126 Marketing

Year 6, Semester 2

AYB339 Accountancy Capstone
Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can

Accountancy (Part-time Semester 2 Entry)

Year 1, Semester 2

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2, Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2, Semester 2

BSB123 Data Analysis
AYB200 Financial Accounting

Year 3, Semester 1

BSB115 Management
AYB225 Management Accounting

Year 3, Semester 2

AYB221 Computerised Accounting Systems
Second Area of Study OR Elective

Year 4, Semester 1

AYB219 Taxation Law
Second Area of Study OR Elective

Year 4, Semester 2

AYB340 Company Accounting
Second Area of Study OR Elective

Year 5, Semester 1

Second Area of Study OR Elective
Second Area of Study OR Elective

Year 5, Semester 2

Second Area of Study OR Elective
Second Area of Study OR Elective

Year 6, Semester 1

AYB311 Financial Accounting Issues
BSB119 Global Business

Year 6, Semester 2

AYB339 Accountancy Capstone
BSB126 Marketing

Year 7, Semester 1

AYB301 Audit and Assurance
Second Area of Study OR Elective

Important Information

FACULTY OF BUSINESS

Please note: List of Second Area of Study can be viewed under BS05 (Accountancy) Unit Sets. Check unit availability when selecting Second Area of Study units.

Please check unit availability when choosing an Extension, Minor or Elective units. List of Minors can be viewed under BS05 (Accountancy) Unit Sets.

Accountancy with Professional Accountancy Extension (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB124	Working in Business

Year 1, Semester 2

BSB123	Data Analysis
BSB115	Management
AYB200	Financial Accounting
AYB225	Management Accounting

Year 2, Semester 1

AYB219	Taxation Law
AYB221	Computerised Accounting Systems
EFB210	Finance 1
	2nd Minor or Elective Unit

Year 2, Semester 2

AYB230	Corporations Law
AYB321	Strategic Management Accounting
AYB340	Company Accounting
	Professional Accounting Unit or 2nd Minor or Elective

Year 3, Semester 1

AYB311	Financial Accounting Issues
BSB119	Global Business
	Professional Accounting Unit or 2nd Minor or Elective
	2nd Minor or Elective Unit

Year 3, Semester 2

AYB301	Audit and Assurance
AYB339	Accountancy Capstone
BSB126	Marketing
	2nd Minor or Elective Unit

Professional Accountancy Extension

To complete the Professional Accounting extension student must select one of the following:

AYB227	International Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law

Accountancy with Professional Accountancy Extension (Full-time Semester 2 Entry)

Year 1, Semester 2

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB124	Working in Business

Year 2, Semester 1

BSB115	Management
BSB123	Data Analysis
AYB200	Financial Accounting
AYB225	Management Accounting

Year 2, Semester 2

AYB221	Computerised Accounting Systems
AYB219	Taxation Law
EFB210	Finance 1
	2nd Minor or Elective

Year 3, Semester 1

AYB340	Company Accounting
AYB321	Strategic Management Accounting
AYB230	Corporations Law
	Professional Accounting Unit or 2nd Minor or Elective

Year 3, Semester 2

AYB311	Financial Accounting Issues
BSB119	Global Business
	Professional Accounting Unit or 2nd Minor or Elective
	2nd Minor or Elective

Year 4, Semester 1

AYB339	Accountancy Capstone
BSB126	Marketing
AYB301	Audit and Assurance
	2nd Minor or Elective

Professional Accountancy Extension

To complete the Professional Accounting extension student must select one of the following:

AYB227	International Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law

Please check unit availability when choosing an Extension, Minor or Elective units. List of Minors can be viewed under BS05 (Accountancy) Unit Sets.

Accountancy with Professional Accountancy Extension (Part-time Semester 1 Entry)

Year 1, Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 1, Semester 2

BSB113 Economics
BSB124 Working in Business

Year 2, Semester 1

BSB123 Data Analysis
AYB200 Financial Accounting

Year 2, Semester 2

AYB225 Management Accounting
BSB115 Management

Year 3, Semester 1

AYB221 Computerised Accounting Systems
2nd Minor or Elective

Year 3, Semester 2

AYB219 Taxation Law
EFB210 Finance 1

Year 4, Semester 1

AYB230 Corporations Law
AYB340 Company Accounting

Year 4, Semester 2

AYB321 Strategic Management Accounting
Professional Accounting Unit or 2nd Minor or Elective

Year 5, Semester 1

Professional Accounting Unit or 2nd Minor or Elective
2nd Minor or Elective

Year 5, Semester 2

AYB301 Audit and Assurance
BSB119 Global Business

Year 6, Semester 1

AYB311 Financial Accounting Issues
BSB126 Marketing

Year 6, Semester 2

AYB339 Accountancy Capstone

2nd Minor or Elective

Professional Accountancy Extension

To complete the Professional Accounting extension student must select one of the following:

AYB227 International Accounting
AYB240 Superannuation Regulation and Practice
AYB250 Personal Financial Planning
AYB320 Advanced Taxation Law

Please check unit availability when choosing an Extension, Minor or Elective units. List of Minors can be viewed under BS05 (Accountancy) Unit Sets.

Accountancy with Professional Accountancy Extension (Part-time Semester 2 Entry)

Year 1, Semester 2

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2, Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2, Semester 2

BSB123 Data Analysis
AYB200 Financial Accounting

Year 3, Semester 1

BSB115 Management
AYB225 Management Accounting

Year 3, Semester 2

AYB221 Computerised Accounting Systems
2nd Minor or Elective

Year 4, Semester 1

EFB210 Finance 1
AYB219 Taxation Law

Year 4, Semester 2

AYB340 Company Accounting
AYB230 Corporations Law

Year 5, Semester 1

AYB321 Strategic Management Accounting
Professional Accounting Unit or 2nd Minor or Elective

Year 5, Semester 2

Professional Accounting Unit or 2nd Minor or Elective
2nd Minor or Elective

FACULTY OF BUSINESS

Year 6, Semester 1

AYB311	Financial Accounting Issues
BSB119	Global Business

Year 6, Semester 2

AYB339	Accountancy Capstone
BSB126	Marketing

Year 7, Semester 1

AYB301	Audit and Assurance
	2nd Minor or Elective

Professional Accountancy Extension

To complete the Professional Accounting extension student must select one of the following

AYB227	International Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law

Please check unit availability when choosing an Extension, Minor or Elective units. List of Minors can be viewed under BS05 (Accountancy) Units Sets.

Accountancy Unit Sets

Primary Major

Accountancy - 8 Unit Major

AYB200	Financial Accounting
AYB225	Management Accounting
AYB221	Computerised Accounting Systems
AYB219	Taxation Law
AYB340	Company Accounting
AYB311	Financial Accounting Issues
AYB301	Audit and Assurance
AYB339	Accountancy Capstone

Second Area of Study

Accountancy - 6 Unit Major

AYB200	Financial Accounting
AYB225	Management Accounting
AYB219	Taxation Law
AYB221	Computerised Accounting Systems
AYB340	Company Accounting
AYB301	Audit and Assurance

Forensics - 6 Unit Major

AYB114	Business Technologies
AYB115	Governance Issues and Fraud
AYB341	Forensic and Business Intelligence

INB312	Enterprise Systems Applications
PLUS:	select two (2) units from:
AYB221	Computerised Accounting Systems
INB220	Business Analysis
INB311	Enterprise Systems
INB342	Enterprise Data Mining
INB343	Advanced Data Mining and Data Warehousing

Business Regulations - 6 Unit Major (for non-Accounting students)

AYB219	Taxation Law
AYB320	Advanced Taxation Law
MGB201	Contemporary Employment Relations
MGB339	Performance and Reward
PLUS:	select two (2) units from:
AMB231	Marketing Communications Regulations and Ethics
AYB115	Governance Issues and Fraud
AYB205	Law of Business Entities
AYB230	Corporations Law
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning

Accountancy - Professional Accounting Extension (for professional recognition)

AYB230	Corporations Law
AYB321	Strategic Management Accounting
EFB210	Finance 1
PLUS:	select one (1) unit from:
AYB227	International Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law

Accountancy - Regulation and Tax Extension

	Select four (4) units from:
AYB205	Law of Business Entities
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law
AYB338	Accountancy Work Placement

Forensics Minor

AYB114	Business Technologies
AYB115	Governance Issues and Fraud
AYB341	Forensic and Business Intelligence
PLUS:	select one (1) unit from:
AYB205	Law of Business Entities

AYB221 Computerised Accounting Systems
 AYB338 Accountancy Work Placement

- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

Superannuation and Wealth Management Minor

AYB240 Superannuation Regulation and Practice
 AYB250 Personal Financial Planning
 PLUS: select two (2) units from:
 AYB205 Law of Business Entities
 AYB219 Taxation Law
 AYB320 Advanced Taxation Law
 AYB338 Accountancy Work Placement

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.

For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

Business Regulation Minor (for non-Accounting students)

AYB219 Taxation Law
 PLUS: select three (3) units from:
 AMB231 Marketing Communications Regulations and Ethics
 AYB115 Governance Issues and Fraud
 AYB205 Law of Business Entities
 AYB230 Corporations Law
 AYB232 Financial Institutions Law
 AYB240 Superannuation Regulation and Practice
 AYB250 Personal Financial Planning
 AYB320 Advanced Taxation Law
 MGB201 Contemporary Employment Relations
 MGB339 Performance and Reward

Potential Careers:

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

Accountancy Minor (for non-Accounting students)

Select four (4) units from:

AYB200 Financial Accounting
 AYB219 Taxation Law
 AYB221 Computerised Accounting Systems
 AYB225 Management Accounting
 AYB240 Superannuation Regulation and Practice
 AYB250 Personal Financial Planning

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)

Bachelor of Business (Advertising) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Dr Gayle Kerr

Campus: Gardens Point

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to international and electronic business. With generic skills in all areas, you'll have an understanding of how businesses operate within the commercial and legal environment. Your advertising major starts in second semester with the question of why consumers choose the products they buy. You'll also learn how advertising agencies relate to both the media, suppliers and the companies that hire them.

Year 2

You will build your skills in creating advertising, including practical writing and concept development workshops. You'll learn to solve advertising problems by analysing the consumer and the product, and how to create cost effective media schedules. You can start to build your professional portfolio and gain the attention of national and international agencies by entering competitions specifically for advertising students. You'll also have the opportunity to personalise your degree with the selection of your second study area.

Year 3

You will round out your major by formulating an advertising campaign from a real-world client's brief. Working as a team, you'll research your client's advertising problem and identify strategies to solve it. You'll then develop creative ideas, match them to innovative media solutions and deliver a boardroom pitch to the client. Your client could be a

Queensland icon such as Queensland Day, the Ekka or the Brisbane Lions, a charity such as Muscular Dystrophy, or a national consumer goods or pharmaceutical company.

Professional recognition

Graduates may be eligible for membership of a number of professional bodies depending on choice of major and units.

Advertising first and second major – Students will meet requirements for membership to the Advertising Federation of Australia, the Australian Association of National Advertisers, Media Federation of Australia and the Australian Direct Marketing Association.

Our reputation

QUT was the first university to offer a degree level program in advertising - a decade before anyone else in Australia. This course remains a unique advertising degree taught within a business school, giving QUT advertising graduates a strategic and commercial edge.

Industry links

The advertising industry is a network, and one which QUT is strongly connected to. Our School of Advertising, Marketing and Public Relations interacts with the industry, sponsoring events and drawing from the industry a talented pool of guest lecturers.

Our lecturers have worked in the industry, and bring real-world experience and in-depth theoretical underpinnings to the classroom.

AMPed, the student association for QUT advertising, marketing and public relations students, is another link to the real world. Through AMPed you can access industry professionals, and find out about events run by professional bodies. It's also a great way to meet your peers, and create your own career networks.

Practical teaching

As an integral part of this course, you'll work in a team to formulate an advertising campaign from a real-world client's brief. You'll research your client's advertising problem and identify strategies to solve it. You'll then develop creative ideas, match them to innovative media solutions and deliver a boardroom pitch to the client. Your client could be a Queensland icon such as Queensland Day or the Ekka, a charity such as Muscular Dystrophy, or a national consumer goods or pharmaceutical company.

Other majors

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

Abbreviation

BBus(Advtg)

Advertising (Full-time Semester 1 Entry)

FACULTY OF BUSINESS

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

AMB220	Advertising Theory and Practice
AMB200	Consumer Behaviour
BSB110	Accounting
BSB115	Management

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB319	Media Planning
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

AMB318	Advertising Copywriting
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

AMB320	Advertising Management
AMB330	Advertising Planning Portfolio
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

AMB339	Advertising Campaigns
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Advertising (Full-time Semester 2 Entry)

Year 1, Semester 2

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 2, Semester 1

BSB110	Accounting
BSB115	Management
AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year 2, Semester 2

AMB201	Marketing and Audience Research
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

AMB318	Advertising Copywriting
AMB319	Media Planning
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

AMB320	Advertising Management
AMB330	Advertising Planning Portfolio
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AMB339	Advertising Campaigns
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Advertising (Part-time Semester 1 Entry)

Year 1, Semester 1

BSB123	Data Analysis
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FACULTY OF BUSINESS

BSB126 Marketing

Year 1, Semester 2

BSB119 Global Business

BSB124 Working in Business

Year 2, Semester 1

AMB200 Consumer Behaviour

Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

AMB220 Advertising Theory and Practice

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

AMB201 Marketing and Audience Research

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AMB318 Advertising Copywriting

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 2

AMB319 Media Planning

Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

AMB330 Advertising Planning Portfolio

Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

AMB320 Advertising Management

Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

AMB339 Advertising Campaigns

Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB110, BSB111, BSB113 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Advertising (Part-time Semester 2 Entry)

Year 1, Semester 2

BSB123 Data Analysis

BSB126 Marketing

Year 2, Semester 1

BSB124 Working in Business

AMB200 Consumer Behaviour

Year 2, Semester 2

BSB119 Global Business

AMB220 Advertising Theory and Practice

Year 3, Semester 1

AMB201 Marketing and Audience Research

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AMB318 Advertising Copywriting

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 2

AMB319 Media Planning

Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

AMB330 Advertising Planning Portfolio

Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

AMB320 Advertising Management

Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

AMB339 Advertising Campaigns

Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 7, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB110, BSB111, BSB113 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Advertising Unit Sets

Primary Major

Advertising - 8 Unit Major

- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio
- AMB339 Advertising Campaigns

Second Area of Study

Advertising - 6 Unit Major

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio

Integrated Marketing Communication - 6 Unit Major

- AMB202 Integrated Marketing Communication
- AMB208 Events Marketing
- AMB220 Advertising Theory and Practice
- AMB263 Introduction To Public Relations
- AMB331 Direct Marketing
- AMB350 Sales and Customer Relationship Management

Advertising Minor (for non-Advertising students)

- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting

- AMB319 Media Planning
- AMB320 Advertising Management

Integrated Marketing Communication - Minor

- AMB202 Integrated Marketing Communication
 - AMB331 Direct Marketing
 - AMB350 Sales and Customer Relationship Management
- Choose one from the following:
- AMB263 Introduction To Public Relations
 - AMB220 Advertising Theory and Practice

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.

For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

Advertising with Marketing Second Major

Year 1, Semester 1

- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business
- BSB126 Marketing

Year 1, Semester 2

- AMB200 Consumer Behaviour

FACULTY OF BUSINESS

AMB220 Advertising Theory and Practice

BSB110 Accounting

BSB115 Management

Remaining Faculty Core OR Elective

Year 2, Semester 1

AMB201 Marketing and Audience Research

AMB240 Marketing Planning and Management

Remaining Faculty Core OR Elective

Remaining Faculty Core OR Elective

Year 2, Semester 2

AMB202 Integrated Marketing Communication

AMB318 Advertising Copywriting

AMB319 Media Planning

AMB335 E-marketing Strategies

Year 3, Semester 1

AMB320 Advertising Management

AMB330 Advertising Planning Portfolio

Remaining Faculty Core OR Elective

AMB340 Services Marketing

Year 3, Semester 2

AMB336 International Marketing

AMB339 Advertising Campaigns

AMB359 Strategic Marketing

Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Advertising with Public Relations Second Major

Year 1, Semester 1

BSB119 Global Business

BSB123 Data Analysis

BSB124 Working in Business

BSB126 Marketing

Year 1, Semester 2

AMB220 Advertising Theory and Practice

AMB200 Consumer Behaviour

BSB110 Accounting

BSB115 Management

Year 2, Semester 1

AMB201 Marketing and Audience Research

AMB263 Introduction To Public Relations

Remaining Faculty Core OR Elective

Year 2, Semester 2

AMB318 Advertising Copywriting

AMB319 Media Planning

Remaining Faculty Core OR Elective

AMB264 Public Relations Techniques

Year 3, Semester 1

AMB320 Advertising Management

AMB330 Advertising Planning Portfolio

AMB372 Public Relations Planning

AMB373 Corporate Communication

Year 3, Semester 2

AMB339 Advertising Campaigns

AMB374 Global Public Relations Cases

AMB375 Public Relations Management

Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Advertising) Unit Sets. BSB111 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Potential Careers:

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

Bachelor of Business (Economics) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Dr Tommy Tang

Campus: Gardens Point

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, from finance and accounting through to marketing and international business. With generic skills in all areas, you will have an understanding of how businesses operate within the commercial and legal environment. Your economics major begins in second semester, when you'll cover consumer behaviour, business cycles and policy, and the significance of the international economy. You will build skills in interpreting financial and economic data and reports, and use this information for business decision making.

Year 2

Delving further into your major, you will learn more about production, the economics of market structures, the workings of the national economy, and the roles of fiscal and monetary policy. You will contemplate the interplay between government, private firms and consumers, and analyse the increasing globalisation of world trade and investment. You will also shape your future career options through the consideration of a second study area.

Year 3

Projects and research assignments will build your practical skills. You will apply economic theories learned so far to topics of current interest, such as the federal budget, Australia's ageing population or global warming. You will learn how to locate the data for your analysis, decide on the relevant

economic theories and models, and distil this into possible solutions. This analysis will help you advise the best way forward, and give you a practical introduction to the real-world applications of economic theory.

Professional Recognition

Graduates may be eligible for membership of a number of professional bodies depending on choice of major and units.

Study area

Economics major – You will meet the academic requirements for professional membership to the Economic Society of Australia.

Second study area

Finance second major – Students will meet the educational requirements for Associate Membership of the Financial Services Institute of Australasia (FINSIA).

All second majors – Students will meet the academic requirements for enrolment in the Graduate Diploma of Applied Corporate Governance at Chartered Secretaries Australia (CSA). On completion of the Graduate Diploma of Applied Corporate Governance, students will meet the academic requirement for professional membership of Chartered Secretaries Australia and also membership of the international association, Institute of Chartered Secretaries and Administrators (ICSA) of which CSA is the Australian division. Membership of ICSA entitles members to use the post nominals of ACIS or Fellow of Chartered Institute of Secretaries (FCIS). Ordinary Membership of the Economics Society of Australia only requires students have an interest in the area of Economics. Academic requirements for Professional Membership of the Economics Society of Australia (Qld) requires that students have held an Ordinary Membership of the Economics Society of Australia for one year and have completed a Bachelor of Business majoring in Economics.

Industry links

Our lecturers have a wide range of real-world experience in finance, government policy making and in industry, so their teaching reflects current thinking and is based on practical situations and outcomes. These links also provide access to guest lecturers, who add their own experiences and challenges to your learning and thinking.

Practical teaching

Project and research assignments will build your practical skills. You will apply theory to topics of current interest, such as the federal budget, Australia's ageing population or global warming. You will learn how to locate data for your analysis, decide on the relevant economic theories and models, and distil this into possible solutions. This analysis will help you advise the best way forward, and give you a practical introduction to the real-world application of economic theory.

Other majors

See also separate entries for other majors in this course: Accountancy, Advertising, Finance, Human Resource Management, International Business, Management,

Marketing, and Public Relations.

Abbreviation

BBus(Ec)

Economics (Full-time Semester 1 Entry)

Year 1, Semester 1

- BSB113 Economics
- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business

Year 1, Semester 2

- BSB110 Accounting
- BSB115 Management
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2

Year 2, Semester 1

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

- Economics Options List
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

- Economics Options List
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

- EFB338 Contemporary Application of Economic Theory
- Economics Options List
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Economics Options List

Student must choose 3 units from the

following:

- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Economics (Full-time Semester 2 Entry)

Year 1, Semester 2

- BSB113 Economics
- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business

Year 2, Semester 1

- BSB110 Accounting
- BSB115 Management
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2

Year 2, Semester 2

- Economics Option List
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

- EFB338 Contemporary Application of Economic Theory
- Economics Option List
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics Options List

Student must choose 3 units from the following:

- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Year 4, Semester 2

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

EFB338 Contemporary Application of Economic Theory
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Year 6, Semester 1

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics (Part-time Semester 1 Entry)

Year 1, Semester 1

- BSB113 Economics
- BSB119 Global Business

Year 1, Semester 2

- BSB123 Data Analysis
- BSB124 Working in Business

Year 2, Semester 1

- EFB223 Economics 2
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

- EFB222 Quantitative Methods For Economics and Finance
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

- EFB331 Intermediate Microeconomics
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

- EFB330 Intermediate Macroeconomics
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

Year 6, Semester 2

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics Option List

Student must choose 3 units from the following:

- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB110, BSB111, BSB115 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Economics (Part-time Semester 2 Entry)

Year 1, Semester 2

- BSB113 Economics
- BSB124 Working in Business

Year 2, Semester 1

- BSB123 Data Analysis
- EFB223 Economics 2

Year 2, Semester 2

FACULTY OF BUSINESS

BSB119 Global Business
 EFB222 Quantitative Methods For Economics and Finance

EFB337 Game Theory and Applications

Year 3, Semester 1

EFB331 Intermediate Microeconomics
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB110, BSB111, BSB115 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Year 3, Semester 2

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics Unit Sets

Primary Major

Year 4, Semester 2

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics - 8 Unit Major

EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2
 EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics
 EFB338 Contemporary Application of Economic Theory
 Plus any three of the following:
 EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics
 EFB337 Game Theory and Applications

Year 4, Semester 1

EFB330 Intermediate Macroeconomics
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Second Area of Study

Year 5, Semester 2

EFB338 Contemporary Application of Economic Theory
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics - 6 Unit Major (for non Finance major students)

EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2
 EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics
 Plus any two of the following:
 EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics
 EFB337 Game Theory and Applications

Year 6, Semester 1

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics - 6 unit major (for Finance students)

EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics
 Plus four of the following:
 EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics
 EFB337 Game Theory and Applications

Year 7, Semester 1

Economics Option List
 Remaining Faculty Core OR Second Area of Study OR Elective

Economics Option List

Student must choose 3 units from the following:

EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics

Economics - Minor (for non-Economics and Finance

students)	
EFB223	Economics 2
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
	Plus one of the following:
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Economics minor (for Finance students)

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
	Plus two of the following:
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Applied Economics Minor (for non-Economics and Finance students)

EFB223	Economics 2
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy
	Plus one of the following:
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics

Applied Economics minor (for Finance students)

EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics

Quantitative Economics minor (for non-Economics and Finance students)

EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2
EFB333	Introductory Econometrics
	Plus one of the following:
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy

Quantitative Economic minor (for Finance students)

EFB333	Introductory Econometrics
	Plus three of the following:
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics

EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.

For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

Economics with Finance Second Major

Year 1, Semester 1

BSB113	Economics
BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business

Year 1, Semester 2

BSB110	Accounting
BSB115	Management
EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2

Year 2, Semester 1

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
EFB210	Finance 1

FACULTY OF BUSINESS

Remaining Faculty Core OR Elective

EFB331 Intermediate Microeconomics

AYB200 Financial Accounting

AYB225 Management Accounting

Year 2, Semester 2

EFB201 Financial Markets

EFB307 Finance 2

Economics Option List

Remaining Faculty Core OR Elective

Year 2, Semester 2

AYB219 Taxation Law

AYB221 Computerised Accounting Systems

Economics Options List

Remaining Faculty Core OR Elective

Year 3, Semester 1

EFB312 International Finance

EFB335 Investments

Economics Option List

Remaining Faculty Core OR Elective

Year 3, Semester 1

AYB340 Company Accounting

Economics Options List

Remaining Faculty Core OR Elective

Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB338 Contemporary Application of Economic Theory

EFB340 Finance Capstone

Economics Option List

Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB338 Contemporary Application of Economic Theory

AYB301 Audit and Assurance

Economics Options List

Remaining Faculty Core OR Elective

ECONOMICS OPTION LIST

Students must choose 3 units from the following:

EFB332 Applied Behavioural Economics

EFB333 Introductory Econometrics

EFB334 Environmental Economics and Policy

EFB336 International Economics

EFB337 Game Theory and Applications

Economics Options List

Student must choose 3 units from the following:

EFB332 Applied Behavioural Economics

EFB333 Introductory Econometrics

EFB334 Environmental Economics and Policy

EFB336 International Economics

EFB337 Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB115 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Economics with Accountancy Second Major

Year 1, Semester 1

BSB113 Economics

BSB119 Global Business

BSB123 Data Analysis

BSB124 Working in Business

Year 1, Semester 2

BSB110 Accounting

BSB111 Business Law and Ethics

EFB222 Quantitative Methods For Economics and Finance

EFB223 Economics 2

Year 2, Semester 1

EFB330 Intermediate Macroeconomics

Economics with International Business Second Major

Year 1, Semester 1

BSB113 Economics

BSB119 Global Business

BSB123 Data Analysis

BSB124 Working in Business

Year 1, Semester 2

BSB110 Accounting

BSB115 Management

EFB222 Quantitative Methods For Economics and Finance

EFB223 Economics 2

Year 2, Semester 1

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
AMB204	Purchasing and Procurement
AMB210	Importing and Exporting

Year 2, Semester 2

MGB225	Intercultural Communication and Negotiation Skills
	Economics Options List
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB303	International Logistics
AMB336	International Marketing
	Economics Options List
	Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB338	Contemporary Application of Economic Theory
MGB340	International Business in the Asia-pacific
	Economics Options List
	Remaining Faculty Core OR Elective

Economics Options List

Student must choose 3 units from the following:

EFB332	Applied Behavioural Economics
EFB333	Introductory Econometrics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be veiwed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Economics with Management Second Major

Year 1, Semester 1

BSB113	Economics
BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business

Year 1, Semester 2

BSB110	Accounting
BSB115	Management
EFB222	Quantitative Methods For Economics and

Finance

EFB223	Economics 2
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Year 2, Semester 1

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation

Year 2, Semester 2

MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation Skills
	Economics Options List
	Remaining Faculty Core OR Elective

Year 3, Semester 1

MGB309	Strategic Management
	Economics Options List
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB338	Contemporary Application of Economic Theory
MGB310	Sustainability in A Changing Environment
	Economics Options List
	Remaining Faculty Core OR Elective

Economics Options List

Student must choose 3 units from the following:

EFB332	Applied Behavioural Economics
EFB333	Introductory Econometrics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be veiwed under BS05 (Economics) Unit Sets. BSB111 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Economics with Marketing Second Major

Year 1, Semester 1

BSB113	Economics
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB119	Global Business
EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2

Year 2, Semester 1

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research

Year 2, Semester 2

AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
	Economics Options List
	Remaining Faculty Core OR Elective

Year 3, Semester 1

Economics Options List
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB338	Contemporary Application of Economic Theory
AMB336	International Marketing
AMB340	Services Marketing
	Economics Options List

Economics Options List

Student must choose 3 units from the following:

EFB332	Applied Behavioural Economics
EFB333	Introductory Econometrics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Economics) Unit Sets. BSB111 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Potential Careers:

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

Bachelor of Business (Finance) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester (indicative)

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Dr Anup Basu

Campus: Gardens Point

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, covering all areas of business from accounting and economics through to marketing and international business. You will gain generic skills in all areas and an understanding of how businesses operate within the commercial and legal environment. You will begin your major with skills in interpreting economic data for business decision making. Business cycles, foreign exchange markets, terms of trade and the significance of the international economy will also be covered.

Year 2

You will build a deeper understanding of the fundamental concepts of finance – the time value of money and the effect of interest rates, diversification and its role in forming an investment portfolio, and the relationship between risk and return. The types of financial markets and instruments traded, such as shares, bonds and futures, will also be introduced. You will also choose a second study area, such as accounting, economics, or further finance studies, which will help to shape your career.

Year 3

Project work and research assignments will hone your practical skills and prepare you for the workplace. You will develop valuation skills relevant to shares and derivatives. You can also act as a corporate treasurer for a semester, using data facilities in the Securities Dealing Room to gain experience in raising funds and managing the risk and cost

of borrowing these funds in the face of unfolding economic scenarios.

Professional recognition

By choosing appropriate units in this course, you will meet the Australian financial professional training standard RG146 Tier 1 compliance, as administered by the Australian Securities and Investments Commission. Graduates of the finance major meet the academic requirements for Associate Membership of the Financial Services Institute of Australasia.

Second study area

Economics second major – Students will meet the educational requirements for Associate Membership of the Financial Services Institute of Australasia. Ordinary Membership of the Economics Society of Australia only requires that students have an interest in the area of Economics. Professional Membership of the Economics Society of Australia (Qld) requires students have held an Ordinary Membership of the Economics Society of Australia for one year and have completed a Bachelor of Business majoring in Economics.

All second majors – Students will meet the educational requirements for Associate Membership of the Financial Services Institute of Australasia.

Students will also meet the academic requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia. On completion of the Graduate Diploma in Applied Corporate Governance, students will meet the academic requirement for Professional Membership of the Chartered Secretaries Australia.

Financial Services extension – Completion of some units in this extension will enable students to partially meet ASIC RG146 Tier 1 compliance. Refer to ASIC for more details.

Funds Management extension – Completion of some units in this extension will enable students to partially meet ASIC RG146 Tier 1 compliance. Refer to ASIC for more details.

Securities Dealing Room

QUT pioneered the use of real financial data in Queensland universities. Our Securities Dealing Room gives you access to data from Bloomberg, providers of financial data to many of the world's financial institutions. This comprehensive set of data on companies, commodities and economics will be useful in your final year project work, and allow you to apply the theory you learn to conduct real-world financial analysis.

Industry links

Our finance lecturers have a wealth of real-world experience, including consulting with Queensland Treasury, Brisbane City Council, QR, Queensland Transport and Ergon Energy, and guest lecturing with industry bodies such as the Financial Services Institute of Australasia (FINSIA) and CPA Australia.

Practical teaching

Final year project work and research assignment will hone your practical skills and prepare you for the workplace. You will act as a corporate treasurer for a semester, using data facilities in the Securities Dealing Room to gain experience in raising funds and managing the risk and cost of borrowing these funds in the face of unfolding economic scenarios.

Other majors

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

Abbreviation

BBus(Finance)

Finance (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB113	Economics
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB119	Global Business
EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance

Year 2, Semester 1

EFB201	Financial Markets
EFB307	Finance 2
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

EFB223	Economics 2
EFB312	International Finance
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

EFB335	Investments
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

EFB340	Finance Capstone
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Finance (Full-time Semester 2 Entry)

Year 1, Semester 2

BSB113	Economics
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 2, Semester 1

BSB110	Accounting
BSB119	Global Business
EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance

Year 2, Semester 2

EFB201	Financial Markets
EFB307	Finance 2
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

EFB223	Economics 2
EFB312	International Finance
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

EFB340	Finance Capstone
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

EFB335 Investments
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Finance (Part-time Semester 1 Entry)

Year 1, Semester 1

BSB113 Economics
 BSB123 Data Analysis

Year 1, Semester 2

BSB110 Accounting
 BSB124 Working in Business

Year 2, Semester 1

EFB222 Quantitative Methods For Economics and Finance
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

EFB210 Finance 1
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

EFB223 Economics 2
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

EFB201 Financial Markets
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 2

EFB307 Finance 2
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

EFB335 Investments
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

EFB340 Finance Capstone
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

EFB312 International Finance
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111, BSB115, BSB119 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Finance (Part-time Semester 2 Entry)

Year 1, Semester 2

BSB113 Economics
 BSB123 Data Analysis

Year 2, Semester 1

BSB110 Accounting
 BSB124 Working in Business

Year 2, Semester 2

EFB222 Quantitative Methods For Economics and Finance
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

EFB210 Finance 1
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

EFB201 Financial Markets
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

EFB223 Economics 2
 Remaining Faculty Core OR Second Area of Study OR Elective

Study OR Elective

Year 4, Semester 2

EFB307 Finance 2
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

EFB335 Investments
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

EFB340 Finance Capstone
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

EFB312 International Finance
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 7, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111, BSB115, BSB119 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Finance Unit Sets

Primary Major

Finance - 8 Unit Major

EFB201 Financial Markets
 EFB210 Finance 1
 EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2
 EFB307 Finance 2
 EFB312 International Finance
 EFB335 Investments
 EFB340 Finance Capstone

Second Area of Study

Finance - 6 Unit Major (for non Economics students)

EFB201 Financial Markets
 EFB210 Finance 1
 EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2
 EFB307 Finance 2
 EFB312 International Finance

Finance - 6 unit Major (for Economics students)

EFB210 Finance 1
 EFB201 Financial Markets
 EFB307 Finance 2
 EFB312 International Finance
 EFB335 Investments
 EFB340 Finance Capstone

Finance - Minor (for non-Finance students)

EFB201 Financial Markets
 EFB210 Finance 1
 EFB307 Finance 2
 EFB312 International Finance

Finance - Funds Management Extension

EFB308 Finance 3
 EFB309 Financial Derivatives
 EFB326 Applied Portfolio Management
 EFB333 Introductory Econometrics

Finance - Financial Services Extension

AYB232 Financial Institutions Law
 EFB310 Financial Institutions - Control
 EFB311 Financial Institutions - Lending
 EFB339 Financial Planning and Investments

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)

- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.

For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

Remaining Faculty Core OR Elective

Economics Options List

Student must choose four from the following:

- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Finance with Economics Second Major

Year 1, Semester 1

- BSB113 Economics
- BSB123 Data Analysis
- BSB124 Working in Business
- BSB126 Marketing

Year 1, Semester 2

- BSB110 Accounting
- BSB119 Global Business
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance

Year 2, Semester 1

- EFB201 Financial Markets
- EFB307 Finance 2
- Economics Options List
- Remaining Faculty Core OR Elective

Year 2, Semester 2

- EFB312 International Finance
- EFB223 Economics 2
- Remaining Faculty Core OR Elective
- Remaining Faculty Core OR Elective

Year 3, Semester 1

- EFB335 Investments
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- Economics Options List

Year 3, Semester 2

- EFB340 Finance Capstone
- Economics Options List
- Economics Options List

Finance with Accountancy Second Major

Year 1, Semester 1

- BSB113 Economics
- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business

Year 1, Semester 2

- BSB110 Accounting
- BSB111 Business Law and Ethics
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance

Year 2, Semester 1

- EFB201 Financial Markets
- EFB307 Finance 2
- AYB200 Financial Accounting
- AYB225 Management Accounting

Year 2, Semester 2

- EFB223 Economics 2
- EFB312 International Finance
- AYB219 Taxation Law
- AYB221 Computerised Accounting Systems

Year 3, Semester 1

- EFB335 Investments
- AYB340 Company Accounting
- Remaining Faculty Core OR Elective
- Remaining Faculty Core OR Elective

Year 3, Semester 2

- EFB340 Finance Capstone
- AYB301 Audit and Assurance

Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Faculty Core units which must be completed.
 Check unit availability when selecting Second Area of Study units.

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB115 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Finance with International Business Second Major

Year 1, Semester 1

BSB113 Economics
 BSB119 Global Business
 BSB123 Data Analysis
 BSB124 Working in Business

Year 1, Semester 2

BSB110 Accounting
 BSB115 Management
 EFB210 Finance 1
 EFB222 Quantitative Methods For Economics and Finance

Year 2, Semester 1

EFB201 Financial Markets
 EFB307 Finance 2
 AMB204 Purchasing and Procurement
 AMB210 Importing and Exporting

Year 2, Semester 2

EFB223 Economics 2
 EFB312 International Finance
 MGB225 Intercultural Communication and Negotiation Skills
 Remaining Faculty Core OR Elective

Year 3, Semester 1

EFB335 Investments
 AMB303 International Logistics
 AMB336 International Marketing
 Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB340 Finance Capstone
 MGB340 International Business in the Asia-pacific
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111 and BSB126 are the remaining

Finance with Management Second Major

Year 1, Semester 1

BSB113 Economics
 BSB119 Global Business
 BSB123 Data Analysis
 BSB124 Working in Business

Year 1, Semester 2

BSB110 Accounting
 BSB115 Management
 EFB210 Finance 1
 EFB222 Quantitative Methods For Economics and Finance

Year 2, Semester 1

EFB201 Financial Markets
 EFB307 Finance 2
 MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation

Year 2, Semester 2

EFB223 Economics 2
 EFB312 International Finance
 MGB200 Leading Organisations
 MGB225 Intercultural Communication and Negotiation Skills

Year 3, Semester 1

EFB335 Investments
 MGB309 Strategic Management
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB340 Finance Capstone
 MGB310 Sustainability in A Changing Environment
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111 and BSB126 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Finance with Marketing Second Major

Year 1, Semester 1

BSB113 Economics

FACULTY OF BUSINESS

BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance

Year 1, Semester 2

BSB110	Accounting
BSB119	Global Business
EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance

Year 2, Semester 1

EFB201	Financial Markets
EFB307	Finance 2
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective

Year 2, Semester 1

EFB201	Financial Markets
EFB307	Finance 2
AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research

Year 2, Semester 2

EFB312	International Finance
EFB223	Economics 2
EFB308	Finance 3
	Remaining Faculty Core OR Elective

Year 2, Semester 2

EFB223	Economics 2
EFB312	International Finance
AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management

Year 3, Semester 1

EFB335	Investments
EFB309	Financial Derivatives
EFB333	Introductory Econometrics
	Remaining Faculty Core OR Elective

Year 3, Semester 1

EFB335	Investments
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB340	Finance Capstone
EFB326	Applied Portfolio Management
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective

Year 3, Semester 2

EFB340	Finance Capstone
AMB336	International Marketing
AMB340	Services Marketing
	Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. BSB111 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Finance with Funds Management Extension

Year 1, Semester 1

BSB113	Economics
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB119	Global Business

Finance with Financial Services Extension

Year 1, Semester 1

BSB113	Economics
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB119	Global Business
EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance

Year 2, Semester 1

BSB111	Business Law and Ethics
EFB201	Financial Markets

EFB307 Finance 2
EFB311 Financial Institutions - Lending

Year 2, Semester 2

EFB312 International Finance
EFB223 Economics 2
EFB339 Financial Planning and Investments
Elective

Year 3, Semester 1

EFB335 Investments
AYB232 Financial Institutions Law
Elective
Elective

Year 3, Semester 2

BSB115 Management
EFB310 Financial Institutions - Control
EFB340 Finance Capstone
Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. Check unit availability when selecting Second Area of Study units.

Potential Careers:

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

Bachelor of Business (Human Resource Management) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Mr Greg Southey

Campus: Gardens Point

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to marketing and electronic business. With generic skills in all areas, you will have an understanding of how businesses operate within the commercial and legal environment. Your focus on human resources begins with a broad introduction to many of the human resource management functions and how these functions complement the strategic direction of businesses and help organisations maintain competitive advantage.

Year 2

You will build your foundation knowledge of business and human resource management, through developing a deeper understanding of individuals and groups. You will also investigate how the structure and organisation of human resources impact on organisations and their activities. You will develop skills in the implementation of human resource activities through practical work examples and case studies. You will also have the opportunity to personalise your degree with the selection of a second study area.

Year 3

In your final year you will extend and integrate your knowledge of business and human resource management using critical thinking and decision making skills to analyse, diagnose and provide recommendations for implementing organisational change, work force planning, and human resource

development. You will explore and critique real-world cases and projects, applying your theoretical knowledge to develop practical strategic policy suggestions for organisations.

Professional recognition

This program is nationally accredited through the Australian Human Resources Institute. This Australian Human Resources Institute accreditation enables you to meet academic requirements for membership. You will also be eligible to join the Australian Institute of Management and the Australian Institute of Training and Development.

Industry links

Many of our teaching staff are Human Resource Management professionals aligned with industry through research and consultancy activities. These links to business also provide the opportunity for engagement with real world case studies, site visits, guest lectures and access to the latest industry thinking.

Practical teaching

You will explore and critique real world cases and projects, applying your theoretical knowledge to develop practical strategic policy suggestions for organisation. You'll use critical thinking and decision making skills to analyse, diagnose and provide recommendations for implementing organisation change and policy interventions.

Other majors

See also separate entries for other majors in this course: Accountancy, Advertising, Economics, Finance, International Business, Management, Marketing, and Public Relations.

Abbreviation

BBus(HRM)

Human Resource Management (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB115	Management
BSB111	Business Law and Ethics
BSB123	Data Analysis
BSB124	Working in Business

Year 1, Semester 2

BSB110	Accounting
BSB126	Marketing
MGB200	Leading Organisations
MGB207	Human Resource Issues and Strategy

Year 2, Semester 1

MGB201	Contemporary Employment Relations
MGB220	Business Research Methods
	Remaining Faculty Core OR Second Area of Study OR Elective

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Remaining Faculty Core OR Second Area of Study OR Elective

Study OR Elective

Year 2, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

MGB339 Performance and Reward

MGB331 Learning and Development in Organisations

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Human Resource Management) Unit Sets. BSB119 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Human Resource Management (Full-time Semester 2 Entry)

Year 1 Semester 2

BSB115 Management

BSB111 Business Law and Ethics

BSB123 Data Analysis

BSB124 Working in Business

Year 2 Semester 1

BSB110 Accounting

BSB126 Marketing

MGB200 Leading Organisations

MGB220 Business Research Methods

Year 2 Semester 2

MGB207 Human Resource Issues and Strategy

MGB201 Contemporary Employment Relations

BSB119 Global Business

Remaining Faculty Core OR Second Area of

Year 3 Semester 1

MGB339 Performance and Reward

MGB331 Learning and Development in Organisations

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3 Semester 2

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4 Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Human Resource Management) Unit Sets. BSB113 is the remaining Faculty Core unit which must be completed. Check unit availability when selecting Second Area of Study units.

Human Resource Management (Part-time Semester 1 Entry)

Year 1, Semester 1

BSB115 Management

BSB113 Economics

Year 1, Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2, Semester 1

MGB200 Leading Organisations

BSB111 Business Law and Ethics

Year 2, Semester 2

BSB123 Data Analysis

BSB119 Global Business

Year 3, Semester 1

MGB207 Human Resource Issues and Strategy

FACULTY OF BUSINESS

BSB110 Accounting

Year 3, Semester 2

MGB201 Contemporary Employment Relations
Second Area of Study OR Elective

Year 4, Semester 1

MGB220 Business Research Methods
Second Area of Study OR Elective

Year 4, Semester 2

Second Area of Study OR Elective
Second Area of Study OR Elective

Year 5, Semester 1

MGB339 Performance and Reward
Second Area of Study OR Elective

Year 5, Semester 2

MGB320 Recruitment and Selection
Second Area of Study OR Elective

Year 6, Semester 1

MGB331 Learning and Development in Organisations
Second Area of Study OR Elective

Year 6, Semester 2

MGB370 Personal and Professional Development
Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Human Resource Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

Human Resource Management (Part-time Semester 2 Entry)

Year 1 Semester 2

BSB115 Management
BSB113 Economics

Year 2 Semester 1

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 2

MGB200 Leading Organisations
BSB111 Business Law and Ethics

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
BSB123 Data Analysis

Year 3 Semester 2

MGB201 Contemporary Employment Relations
BSB110 Accounting

Year 4 Semester 1

MGB220 Business Research Methods
BSB119 Global Business

Year 4 Semester 2

Second Area of Study OR Elective
Second Area of Study OR Elective

Year 5 Semester 1

MGB339 Performance and Reward
Second Area of Study OR Elective

Year 5 Semester 2

MGB320 Recruitment and Selection
Second Area of Study OR Elective

Year 6 Semester 1

MGB331 Learning and Development in Organisations
Second Area of Study OR Elective

Year 6 Semester 2

MGB370 Personal and Professional Development
Second Area of Study OR Elective

Year 7 Semester 1

Second Area of Study OR Elective
Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Human Resource Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

Human Resource Management Unit Sets

Primary Major

Human Resource Management 8 Unit Major

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations
MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods
MGB320 Recruitment and Selection
MGB331 Learning and Development in Organisations
MGB339 Performance and Reward
MGB370 Personal and Professional Development

Second Area of Study

Human Resource Management 6 Unit Major

MGB200 Leading Organisations

MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy
MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations
MGB339	Performance and Reward

undertaken at the same university.
 Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.
 For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

Human Resource Management Extension (for Human Resource Management students)

MGB305	HRM Strategy and Policy
MGB314	Organisational Consulting and Change
	Plus any two of:
MGB225	Intercultural Communication and Negotiation Skills
MGB306	Independent Study
MGB309	Strategic Management
MGB338	Workplace Learning

HRM Minor (For non-HRM students)

Choose 1 of the following:

MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations
PLUS:	Choose 3 of the following:
MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy
MGB339	Performance and Reward

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and

Human Resource Management(HRM) with HRM Extension (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB115	Management
BSB111	Business Law and Ethics
BSB123	Data Analysis
BSB124	Working in Business

Year 1, Semester 2

BSB110	Accounting
BSB126	Marketing
MGB200	Leading Organisations
MGB207	Human Resource Issues and Strategy

Year 2, Semester 1

MGB201	Contemporary Employment Relations
MGB220	Business Research Methods
	HRM Extension unit OR Elective
	HRM Extension unit OR Elective

Year 2, Semester 2

BSB119	Global Business
BSB113	Economics
	HRM Extension unit OR Elective
	HRM Extension unit OR Elective

Year 3, Semester 1

MGB331	Learning and Development in Organisations
MGB339	Performance and Reward
MGB314	Organisational Consulting and Change
	HRM Extension unit OR Elective

Year 3, Semester 2

MGB320	Recruitment and Selection
MGB370	Personal and Professional Development
MGB305	HRM Strategy and Policy
	HRM Extension unit OR Elective

HRM Extension Units

Choose two of the following:

MGB225	Intercultural Communication and Negotiation Skills
MGB306	Independent Study
MGB309	Strategic Management

MGB338 Workplace Learning

MGB338 Workplace Learning

**Human Resource Management with HRM Extension
(Full-time Semester 2 Entry)**

Year 1, Semester 2

BSB115 Management
BSB111 Business Law and Ethics
BSB123 Data Analysis
BSB124 Working in Business

Year 2, Semester 1

BSB110 Accounting
BSB126 Marketing
MGB200 Leading Organisations
MGB220 Business Research Methods

Year 2, Semester 2

MGB207 Human Resource Issues and Strategy
MGB201 Contemporary Employment Relations
Faculty Core OR HRM Extension unit OR Elective
Faculty Core OR HRM Extension unit OR Elective

Year 3, Semester 1

MGB339 Performance and Reward
MGB331 Learning and Development in Organisations
MGB314 Organisational Consulting and Change
Faculty Core OR HRM Extension unit OR Elective

Year 3, Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development
MGB305 HRM Strategy and Policy
Faculty Core OR HRM Extension unit OR Elective

Year 4, Semester 1

Faculty Core OR HRM Extension unit OR Elective
Faculty Core OR HRM Extension unit OR Elective
Faculty Core OR HRM Extension unit OR Elective
Faculty Core OR HRM Extension unit OR Elective

HRM Extension Units

Choose two of the following:

MGB225 Intercultural Communication and Negotiation Skills
MGB306 Independent Study
MGB309 Strategic Management

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Human Resource Management) Units Sets. BSB113 and BSB119 are the remaining Faculty Core Units which must be completed. Check unit availability when selecting Second Area of Study units.

**Human Resource Management with HRM Extension
(Part-time Semester 1 Entry)**

Year 1, Semester 1

BSB115 Management
BSB113 Economics

Year 1, Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2, Semester 1

MGB200 Leading Organisations
BSB123 Data Analysis

Year 2, Semester 2

BSB111 Business Law and Ethics
BSB119 Global Business

Year 3, Semester 1

MGB207 Human Resource Issues and Strategy
BSB110 Accounting

Year 3, Semester 2

MGB201 Contemporary Employment Relations
Second Area of Study OR Elective

Year 4, Semester 1

MGB220 Business Research Methods
Second Area of Study OR Elective

Year 4, Semester 2

Second Area of Study OR Elective
Second Area of Study OR Elective

Year 5, Semester 1

MGB339 Performance and Reward
MGB331 Learning and Development in Organisations

Year 5, Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development

Year 6, Semester 1

MGB314 Organisational Consulting and Change

FACULTY OF BUSINESS

Second Area of Study OR Elective

MGB339 Performance and Reward

Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

MGB305 HRM Strategy and Policy
Second Area of Study OR Elective

Year 5 Semester 2

MGB320 Recruitment and Selection

Remaining Faculty Core OR Second Area of Study OR Elective

HRM Extension Units

Choose two of the following:

MGB225 Intercultural Communication and Negotiation Skills
MGB306 Independent Study
MGB309 Strategic Management
MGB338 Workplace Learning

Year 6 Semester 1

MGB331 Learning and Development in Organisations
MGB314 Organisational Consulting and Change

Year 6 Semester 2

MGB370 Personal and Professional Development
MGB305 HRM Strategy and Policy

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Human Resource Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

Human Resource Management with HRM Extension (Part-time Semester 2 Entry)

Year 1 Semester 2

BSB115 Management
BSB113 Economics

Year 2 Semester 1

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 2

MGB200 Leading Organisations
BSB111 Business Law and Ethics

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
Remaining Faculty Core OR Second Area of Study OR Elective

Year 3 Semester 2

MGB201 Contemporary Employment Relations
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4 Semester 1

MGB220 Business Research Methods
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4 Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5 Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 7 Semester 1

HRM Extension Units

Choose two of the following:

MGB225 Intercultural Communication and Negotiation Skills
MGB306 Independent Study
MGB309 Strategic Management
MGB338 Workplace Learning

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Human Resource Management) Unit Sets. BSB110, BSB119 and BSB123 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Human Resource Management with Management Second Major

Year 1, Semester 1

BSB115 Management
BSB111 Business Law and Ethics
BSB123 Data Analysis
BSB124 Working in Business

Year 1, Semester 2

BSB110 Accounting
BSB126 Marketing
MGB200 Leading Organisations
MGB207 Human Resource Issues and Strategy

Year 2, Semester 1

MGB201 Contemporary Employment Relations

- MGB220 Business Research Methods
- MGB210 Managing Operations
- MGB223 Entrepreneurship and Innovation

Year 2, Semester 2

- BSB119 Global Business
- BSB113 Economics
- MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in A Changing Environment

Year 3, Semester 1

- MGB331 Learning and Development in Organisations
- MGB339 Performance and Reward
- MGB309 Strategic Management
- Elective

Year 3, Semester 2

- MGB320 Recruitment and Selection
- MGB370 Personal and Professional Development
- MGB335 Project Management
- Elective

Potential Careers:

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

Bachelor of Business (International Business) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Mr Michael Cox

Campus: Gardens Point

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to marketing and management. You will develop generic skills in all areas, and gain an understanding of how businesses operate within the commercial and legal environment. You will begin your studies in international business with specific emphasis on international marketing and market entry strategies.

Year 2

You will tackle import and export management, and investigate the challenges involved in producing goods to distribute overseas. You will begin to personalise your degree with an understanding of the history, culture and business environments of countries in either Asia or Europe as your international region of expertise. Your choice of second business study area will further direct your future career options.

Year 3

You will be encouraged to immerse yourself in another culture through further regional studies, or through international exchanges. Take the opportunity to gain practical skills in cross-cultural communication and negotiation, logistics, and contemporary business strategies for Asia or Europe. Gain an overview of strategic issues facing global firms, including the different company structures that provide an advantage over competitors in the global marketplace.

Professional recognition

Students are eligible for membership of the Australian Institute of Export, the Logistics Association of Australia and the Chartered Institute of Purchasing depending on units chosen.

Languages option

The course structure for both full-time and part-time International Business students varies depending on whether languages are selected as an option. Alternative course structures are included: one outlines the course structure if no languages are taken, the other outlines the structure for those who wish to undertake a language specialisation. If languages are taken as a specialisation, language units should commence in the first semester of the first year to maintain continuity from earlier pre-QUT language studies. All language units must normally be taken in the same language. International students must take a language that is not their native tongue.

Other majors

See also separate entries for other majors in this course: Accountancy, Advertising, Economics, Finance, Human Resource Management, Management, Marketing, and Public Relations.

Abbreviation

BBus(InternatBus)

International Business (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB123	Data Analysis
BSB119	Global Business
BSB124	Working in Business
BSB113	Economics

Year 1, Semester 2

BSB115	Management
BSB110	Accounting
AMB210	Importing and Exporting
EFB240	Finance for International Business

Year 2, Semester 1

MGB225	Intercultural Communication and Negotiation Skills
AYB227	International Accounting
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

MGB340	International Business in the Asia-Pacific
	Remaining Faculty Core OR Second Area of Study OR Elective

FACULTY OF BUSINESS

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

AMB303 International Logistics

AMB336 International Marketing

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

MGB340 International Business in the Asia-pacific

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

AMB369 International Business Strategy

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AMB369 International Business Strategy

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB126 and BSB111 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB126 and BSB111 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

International Business (Full-time Semester 2 Entry)

Year 1, Semester 2

BSB123 Data Analysis

BSB110 Accounting

BSB119 Global Business

BSB124 Working in Business

Year 2, Semester 1

BSB113 Economics

BSB115 Management

MGB225 Intercultural Communication and Negotiation Skills

AYB227 International Accounting

Year 2, Semester 2

AMB210 Importing and Exporting

EFB240 Finance for International Business

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

AMB303 International Logistics

AMB336 International Marketing

Remaining Faculty Core OR Second Area of Study OR Elective

International Business (Part-time Semester 1 Entry - Even Years)

Year 1, Semester 1

BSB119 Global Business

BSB113 Economics

Year 1, Semester 2

BSB110 Accounting

BSB124 Working in Business

Year 2, Semester 1

BSB126 Marketing

Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

AMB210 Importing and Exporting

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation Skills

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

EFB240 Finance for International Business

FACULTY OF BUSINESS

Remaining Faculty Core OR Second Area of Study OR Elective

MGB225 Intercultural Communication and Negotiation Skills

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AYB227 International Accounting

Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

EFB240 Finance for International Business

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 2

AMB336 International Marketing

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AMB336 International Marketing

Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

AMB303 International Logistics

Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AYB227 International Accounting

Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

MGB340 International Business in the Asia-pacific

Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

AMB303 International Logistics

Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

AMB369 International Business Strategy

Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

MGB340 International Business in the Asia-pacific

Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

AMB369 International Business Strategy

Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB111, BSB115 and BSB123 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Year 6, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

International Business (Part-time Semester 2 Entry - Even Years)

Year 1, Semester 2

BSB119 Global Business

BSB113 Economics

Year 7, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective

Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 1

BSB110 Accounting

BSB124 Working in Business

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB111, BSB126, BSB115 and BSB123 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Year 2, Semester 2

AMB210 Importing and Exporting

Remaining Faculty Core OR Second Area of Study OR Elective

International Business Unit Sets

Year 3, Semester 1

Primary Major

International Business - 8 Unit Major

AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
AMB369	International Business Strategy
AYB227	International Accounting
EFB240	Finance for International Business
MGB225	Intercultural Communication and Negotiation Skills
MGB340	International Business in the Asia-pacific

Second Area of Study

International Business - 6 Unit Major

AMB204	Purchasing and Procurement
AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
MGB225	Intercultural Communication and Negotiation Skills
MGB340	International Business in the Asia-pacific

International Logistics - 6 Unit Major

AMB204	Purchasing and Procurement
AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
MGB210	Managing Operations
MGB335	Project Management

International Logistics - Minor

AMB204	Purchasing and Procurement
AMB210	Importing and Exporting
AMB303	International Logistics
MGB210	Managing Operations

International Business - Minor (for non International Business students)

AMB210	Importing and Exporting
AMB336	International Marketing
MGB225	Intercultural Communication and Negotiation Skills
MGB340	International Business in the Asia-pacific

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.

For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

International Business with Management Second Major

Year 1, Semester 1

BSB113	Economics
BSB126	Marketing
BSB119	Global Business
BSB124	Working in Business

Year 1, Semester 2

BSB110	Accounting
BSB115	Management
AMB210	Importing and Exporting
EFB240	Finance for International Business

Year 2, Semester 1

AYB227	International Accounting
MGB225	Intercultural Communication and Negotiation Skills
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation

Year 2, Semester 2

MGB340	International Business in the Asia-pacific
MGB200	Leading Organisations
AMB252	Business Decision Making
	Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB303	International Logistics
AMB336	International Marketing

MGB309 Strategic Management
Remaining Faculty Core OR Elective

Remaining Faculty Core OR Elective

Year 3, Semester 2

AMB369 International Business Strategy
MGB310 Sustainability in A Changing Environment
Remaining Faculty Core OR Elective
Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB123 and BSB111 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (International Business) Unit Sets. BSB123 and BSB111 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Potential Careers:

Business Analyst, Diplomat, International Business Specialist.

International Business with Marketing Second Major

Year 1, Semester 1

BSB113 Economics
BSB119 Global Business
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2

BSB115 Management
BSB110 Accounting
AMB210 Importing and Exporting
EFB240 Finance for International Business

Year 2, Semester 1

AYB227 International Accounting
MGB225 Intercultural Communication and Negotiation Skills
AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 2, Semester 2

MGB340 International Business in the Asia-Pacific
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB303 International Logistics
AMB335 E-marketing Strategies
Remaining Faculty Core OR Elective
Remaining Faculty Core OR Elective

Year 3, Semester 2

AMB369 International Business Strategy
AMB336 International Marketing
AMB340 Services Marketing

Bachelor of Business (Management) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July (Gardens Point and Caboolture Campus)

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

QTAC code: 413021

Past rank cut-off: Gardens Point: 79, Caboolture: 70

Past OP cut-off: Gardens Point: 11, Caboolture: 15

OP Guarantee: Yes

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Dr Kavooos Mohannak

Campus: Gardens Point and Caboolture

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to marketing and data analysis. You will develop generic skills in all areas, and gain an understanding of how businesses operate within the commercial and legal environment. Your focus on management begins in your second semester, when you'll start to develop skills in strategy, leadership and internationalisation.

Year 2

Building upon your broader business knowledge, you'll learn how critical analysis and strategic thinking assists management in challenging old viewpoints. You will learn about the importance of sustainability and change in organisations operating within complex environments. Opportunities will be provided to investigate the functional role of operations management designed to add value in productivity through allocating all the resources needed to produce a product. You will also be introduced to innovative and entrepreneurial thinking to enhance your business planning capabilities. The choice of a second business study area or an extended major in management will begin to steer your future career direction.

Year 3

In the third year you both integrate and further expand your knowledge into strategic management and operations management through the project approach to management.

You will investigate how companies seek advantages over their industry competitors. You will consolidate your learning and extend yourself, developing analytical-thinking and decision-making skills. Working as individuals and in groups, you will develop a project management plan, fusing your knowledge of technical and social-cultural aspects of the organisation developed throughout the major. Defining the project, addressing the challenges of time, costs and risk you will decide the ways and means to effectively and efficiently use human and non human resources to reach the project's goals and those of the organisation.

Professional recognition

Graduates may be eligible for membership of a number of professional bodies depending on choice of major and units.

Management major, second major and extension – Students will meet the requirements for membership of the Australian Institute of Management.

Choice of campus

You may choose to complete your business degree at Gardens Point or Caboolture campus, majoring in Management.

Other majors

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

Abbreviation

BBus(Mgt)

Management (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB115	Management
BSB119	Global Business
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB111	Business Law and Ethics
BSB113	Economics
MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation Skills

Year 2, Semester 1

MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

FACULTY OF BUSINESS

MGB310 Sustainability in A Changing Environment
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

MGB324 Managing Business Growth
 MGB309 Strategic Management
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

MGB335 Project Management
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Management) Unit Sets. BSB110 and BSB123 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Management (Full-time Semester 2 Entry)

Year 1, Semester 2

BSB115 Management
 BSB119 Global Business
 BSB124 Working in Business
 BSB126 Marketing

Year 2, Semester 1

BSB111 Business Law and Ethics
 BSB113 Economics
 MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation

Year 2, Semester 2

MGB200 Leading Organisations
 MGB225 Intercultural Communication and Negotiation Skills
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

MGB309 Strategic Management
 MGB324 Managing Business Growth
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

MGB310 Sustainability in A Changing Environment
 MGB335 Project Management
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Management) Unit Sets. BSB110 and BSB123 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Management (Part-time Semester 1 Entry)

Year 1, Semester 1

BSB115 Management
 BSB119 Global Business

Year 1, Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2, Semester 1

MGB200 Leading Organisations
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

MGB223 Entrepreneurship and Innovation
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation Skills
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

MGB210 Managing Operations
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

MGB324 Managing Business Growth
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 2

MGB310 Sustainability in A Changing Environment
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

MGB309 Strategic Management
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

MGB335 Project Management
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective
Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Management) Unit Sets. BSB110, BSB111, BSB113 and BSB123 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Management (Part-time Semester 2 Entry)

Year 1, Semester 2

BSB115 Management
BSB119 Global Business

Year 2, Semester 1

BSB124 Working in Business
BSB126 Marketing

Year 2, Semester 2

MGB223 Entrepreneurship and Innovation
Remaining Faculty Core OR Second Area of

Study OR Elective

Year 3, Semester 1

MGB200 Leading Organisations
Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

MGB210 Managing Operations
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

MGB225 Intercultural Communication and Negotiation Skills
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 2

MGB310 Sustainability in A Changing Environment
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

MGB324 Managing Business Growth
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

MGB309 Strategic Management
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective
Remaining Faculty Core OR Second Area of Study OR Elective

Year 7, Semester 1

MGB335 Project Management
Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Management) Unit Sets. BSB110, BSB111, BSB113 and BSB123 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Management Unit Sets

Primary Major

Management - 8 Unit Major

MGB200	Leading Organisations
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
MGB225	Intercultural Communication and Negotiation Skills
MGB309	Strategic Management
MGB310	Sustainability in A Changing Environment
MGB324	Managing Business Growth
MGB335	Project Management

Second Area of Study

Management - 6 Unit Major

MGB200	Leading Organisations
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
MGB225	Intercultural Communication and Negotiation Skills
MGB310	Sustainability in A Changing Environment
MGB309	Strategic Management

Management Extension (for Management Students)

MGB201	Contemporary Employment Relations
MGB331	Learning and Development in Organisations
	Plus any two of:
AMB252	Business Decision Making
MGB306	Independent Study
MGB338	Workplace Learning
MGB370	Personal and Professional Development

Minor - Entrepreneurship

MGB223	Entrepreneurship and Innovation
MGB324	Managing Business Growth
	Plus two of the following:
MGB200	Leading Organisations
MGB210	Managing Operations
MGB225	Intercultural Communication and Negotiation Skills
MGB310	Sustainability in A Changing Environment

Minor - Management (for non-Management students)

MGB309	Strategic Management
	Plus three of the following:
MGB200	Leading Organisations
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
MGB225	Intercultural Communication and Negotiation Skills
MGB310	Sustainability in A Changing Environment

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.

For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

Management with Management Extension

Year 1, Semester 1

BSB115	Management
BSB119	Global Business
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB111	Business Law and Ethics
BSB113	Economics
MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation Skills

Year 2, Semester 1

MGB210	Managing Operations
BSB110	Accounting
BSB123	Data Analysis
MGB223	Entrepreneurship and Innovation

Year 2, Semester 2

MGB310	Sustainability in A Changing Environment
MGB201	Contemporary Employment Relations Management extension option unit Elective

Year 3, Semester 1

MGB309	Strategic Management
MGB324	Managing Business Growth
MGB331	Learning and Development in Organisations Elective

Year 3, Semester 2

MGB335	Project Management Management extension option unit Elective Elective
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Management Option unit list

Choose two of the following:

AMB252	Business Decision Making
MGB338	Workplace Learning
MGB370	Personal and Professional Development
MGB306	Independent Study

**Management with Human Resource Management
Second Major**

Year 1, Semester 1

BSB115	Management
BSB119	Global Business
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB111	Business Law and Ethics
BSB113	Economics
MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation Skills

Year 2, Semester 1

BSB110	Accounting
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
MGB207	Human Resource Issues and Strategy

Year 2, Semester 2

MGB310	Sustainability in A Changing Environment
BSB123	Data Analysis
MGB201	Contemporary Employment Relations Elective

Year 3, Semester 1

MGB309	Strategic Management
MGB324	Managing Business Growth
MGB331	Learning and Development in Organisations
MGB339	Performance and Reward

Year 3, Semester 2

MGB335	Project Management
MGB320	Recruitment and Selection
MGB370	Personal and Professional Development Elective

Management with International Business Second Major

Year 1, Semester 1

BSB115	Management
BSB119	Global Business
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB111	Business Law and Ethics
BSB113	Economics
MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation Skills

Year 2, Semester 1

BSB110	Accounting
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
AMB204	Purchasing and Procurement

Year 2, Semester 2

MGB310	Sustainability in A Changing Environment
BSB123	Data Analysis
AMB210	Importing and Exporting
AMB252	Business Decision Making

Year 3, Semester 1

MGB309	Strategic Management
MGB324	Managing Business Growth
AMB303	International Logistics
AMB336	International Marketing

Year 3, Semester 2

MGB335	Project Management
MGB340	International Business in the Asia-pacific Elective Elective

Management with Marketing Second Major

Year 1, Semester 1

BSB115	Management
BSB119	Global Business
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB111	Business Law and Ethics
BSB113	Economics
MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation Skills

Year 2, Semester 1

BSB110	Accounting
MGB223	Entrepreneurship and Innovation
MGB210	Managing Operations
AMB202	Integrated Marketing Communication

Year 2, Semester 2

BSB123	Data Analysis
MGB310	Sustainability in A Changing Environment
AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research

Year 3, Semester 1

MGB309	Strategic Management
MGB324	Managing Business Growth
AMB240	Marketing Planning and Management
	Elective

Year 3, Semester 2

MGB335	Project Management
AMB336	International Marketing
AMB340	Services Marketing
	Elective

Marketing and Management Unit List (for Caboolture students)

Faculty Core Units

BSB110	Accounting
BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB111	Business Law and Ethics
BSB113	Economics
BSB115	Management
BSB126	Marketing

Management Units

MGB200	Leading Organisations
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
MGB225	Intercultural Communication and Negotiation Skills
MGB309	Strategic Management
MGB310	Sustainability in A Changing Environment
MGB324	Managing Business Growth
MGB335	Project Management

Marketing Units

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
AMB335	E-marketing Strategies
AMB336	International Marketing
AMB340	Services Marketing
AMB359	Strategic Marketing

Marketing and Management Course Structure - Sem 1 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 1

BSB126	Marketing
	Faculty Core Unit
	Faculty Core Unit
	Faculty Core Unit

Year 1, Semester 2

BSB115	Management
AMB201	Marketing and Audience Research
AMB240	Marketing Planning and Management
AMB200	Consumer Behaviour

Year 2, Semester 1

MGB200	Leading Organisations
AMB202	Integrated Marketing Communication
	Elective Unit
	Elective Unit

Year 2, Semester 2

	Faculty Core Unit
MGB223	Entrepreneurship and Innovation
MGB309	Strategic Management
MGB310	Sustainability in A Changing Environment

Year 3, Semester 1

AMB335	E-marketing Strategies
	OR
MGB324	Managing Business Growth

FACULTY OF BUSINESS

MGB225 Intercultural Communication and Negotiation Skills

AMB340 Services Marketing

MGB210 Managing Operations

Year 3, Semester 2

Faculty Core Unit

Faculty Core Unit

AMB336 International Marketing

MGB335 Project Management

OR

AMB359 Strategic Marketing

Marketing and Management Course Structure - Sem 2 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 2

BSB115 Management

Faculty Core Unit

Faculty Core Unit

Faculty Core Unit

Year 2, Semester 1

BSB126 Marketing

Faculty Core Unit

Faculty Core Unit

MGB200 Leading Organisations

Year 2, Semester 2

AMB201 Marketing and Audience Research

AMB240 Marketing Planning and Management

MGB309 Strategic Management

MGB310 Sustainability in A Changing Environment

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation Skills

AMB340 Services Marketing

MGB210 Managing Operations

AMB335 E-marketing Strategies

Or

AMB335 E-marketing Strategies

Year 3, Semester 2

MGB223 Entrepreneurship and Innovation

MGB335 Project Management

OR

AMB359 Strategic Marketing

AMB336 International Marketing

AMB200 Consumer Behaviour

Year 4, Semester 1

AMB202 Integrated Marketing Communication

Faculty Core Unit

Elective Unit

MGB324 Managing Business Growth

Or

Elective Unit

Marketing and Management Course Structure - Sem 1 entry (EVEN YEAR) (for Caboolture students only)

Year 1, Semester 1

BSB126 Marketing

Faculty Core Unit

Faculty Core Unit

Faculty Core Unit

Year 1, Semester 2

BSB115 Management

AMB201 Marketing and Audience Research

AMB240 Marketing Planning and Management

Faculty Core Unit

Year 2, Semester 1

MGB200 Leading Organisations

MGB225 Intercultural Communication and Negotiation Skills

MGB210 Managing Operations

Elective Unit

Year 2, Semester 2

AMB200 Consumer Behaviour

MGB223 Entrepreneurship and Innovation

AMB336 International Marketing

Faculty Core Unit

Year 3, Semester 1

AMB202 Integrated Marketing Communication

AMB335 E-marketing Strategies

OR

MGB324 Managing Business Growth

AMB340 Services Marketing

Elective

Year 3, Semester 2

Faculty Core Unit

MGB309 Strategic Management

MGB310 Sustainability in A Changing Environment

MGB335 Project Management

OR

AMB359 Strategic Marketing

Marketing and Management Course Structure - Sem 2

entry (EVEN YEAR) (for Caboolture students only)

Year 1, Semester 2

BSB115 Management
Faculty Core Unit
Faculty Core Unit
Faculty Core Unit

Year 2, Semester 1

BSB126 Marketing
MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills
MGB210 Managing Operations

Year 2, Semester 2

AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management
MGB309 Strategic Management
AMB200 Consumer Behaviour

Year 3, Semester 1

Faculty Core Unit
AMB202 Integrated Marketing Communication
AMB340 Services Marketing
AMB335 E-marketing Strategies
Or
Faculty Core Unit

Year 3, Semester 2

MGB223 Entrepreneurship and Innovation
MGB335 Project Management
OR
AMB359 Strategic Marketing
AMB336 International Marketing
MGB310 Sustainability in A Changing Environment

Year 4, Semester 1

Elective Unit
Elective Unit
Faculty Core Unit
MGB324 Managing Business Growth
Or
Faculty Core Unit

Potential Careers:

Administrator, Government Officer, Manager.

Bachelor of Business (Marketing) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July (Gardens Point and Caboolture Campus)

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

QTAC code: 413021

Past rank cut-off: Gardens Point: 79, Caboolture: 70

Past OP cut-off: Gardens Point: 11, Caboolture: 15

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point and Caboolture

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to international and electronic business. With generic skills in all areas, you will gain an understanding of how businesses operate within the commercial and legal environment. Your marketing major will commence in second semester, investigating why consumers buy products and how they make purchase decisions.

Year 2

Building your knowledge of consumer behaviour, you will gain skills in conducting consumer and audience research and learn how market research informs corporate and strategic decision making. You will investigate the part technology has to play in developing new products for consumers, and learn how e-marketing can help companies compete in a global market. You will also have the opportunity to personalise your degree with the selection of a second study area.

Year 3

You will round out your major by finding out how marketing decisions contribute to the strategic success of any business. Opportunities to apply your knowledge to real-world scenarios include producing a marketing plan in a simulated environment which allows you to apply your marketing decision making skills and assess the results.

You may also have the opportunity to complete an industry placement to gain valuable work experience.

Campus options

You may choose to complete your business degree at Gardens Point or Caboolture campus, majoring in Marketing.

Professional recognition

Graduates may be eligible for membership of a number of professional bodies depending on choice of major and units.

Marketing first and second major and extension – Students may meet the requirements for membership of the Australian Marketing Institute, the Marketing Research Society of Australia, the Australian Institute of Management, the American Marketing Association and the Australian Institute of Export.

Other majors

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

Abbreviations

BBus(Marketing)

Marketing (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB115	Management
BSB111	Business Law and Ethics
AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research

Year 2, Semester 1

AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

AMB335	E-marketing Strategies
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

Study OR Elective

Year 3, Semester 1

AMB336 International Marketing
 AMB340 Services Marketing
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

AMB359 Strategic Marketing
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB110 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Marketing (Full-time Semester 2 Entry)

Year 1, Semester 2

BSB119 Global Business
 BSB123 Data Analysis
 BSB124 Working in Business
 BSB126 Marketing

Year 2, Semester 1

BSB111 Business Law and Ethics
 BSB115 Management
 AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 2, Semester 2

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

AMB335 E-marketing Strategies
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

AMB336 International Marketing
 AMB340 Services Marketing
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AMB359 Strategic Marketing
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective
 Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB110 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Marketing (Part-time Semester 1 Entry)

Year 1, Semester 1

BSB123 Data Analysis
 BSB126 Marketing

Year 1, Semester 2

BSB119 Global Business
 BSB124 Working in Business

Year 2, Semester 1

BSB113 Economics
 BSB115 Management

Year 2, Semester 2

BSB110 Accounting
 AMB201 Marketing and Audience Research

Year 3, Semester 1

AMB200 Consumer Behaviour
 Second Area of Study OR Elective

Year 3, Semester 2

AMB202 Integrated Marketing Communication
 Second Area of Study OR Elective

Year 4, Semester 1

AMB240 Marketing Planning and Management
 Second Area of Study OR Elective

Year 4, Semester 2

AMB336 International Marketing
Second Area of Study OR Elective

Year 5, Semester 1

AMB335 E-marketing Strategies
Second Area of Study OR Elective

Year 5, Semester 2

AMB340 Services Marketing
Second Area of Study OR Elective

Year 6, Semester 1

AMB359 Strategic Marketing
Second Area of Study OR Elective

Year 6, Semester 2

BSB111 Business Law and Ethics
Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. Check unit availability when selecting Second Area of Study units.

Marketing (Part-time Semester 2 Entry)

Year 1, Semester 2

BSB123 Data Analysis
BSB126 Marketing

Year 2, Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2, Semester 2

BSB110 Accounting
AMB201 Marketing and Audience Research

Year 3, Semester 1

BSB115 Management
AMB200 Consumer Behaviour

Year 3, Semester 2

BSB111 Business Law and Ethics
AMB202 Integrated Marketing Communication

Year 4, Semester 1

BSB113 Economics
AMB240 Marketing Planning and Management

Year 4, Semester 2

AMB336 International Marketing
Second Area of Study OR Elective

Year 5, Semester 1

AMB335 E-marketing Strategies
Second Area of Study OR Elective

Year 5, Semester 2

AMB340 Services Marketing
Second Area of Study OR Elective

Year 6, Semester 1

AMB359 Strategic Marketing
Second Area of Study OR Elective

Year 6, Semester 2

Second Area of Study OR Elective
Second Area of Study OR Elective

Year 7, Semester 1

Second Area of Study OR Elective
Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. Check unit availability when selecting Second Area of Study units.

Marketing Unit Sets

Primary Major

Marketing - 8 Unit Major

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
AMB335 E-marketing Strategies
AMB336 International Marketing
AMB340 Services Marketing
AMB359 Strategic Marketing

Second Area of Study

Marketing - 6 Unit Major

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
AMB336 International Marketing
AMB340 Services Marketing

Marketing - Extension

Choose 4 from:

AMB206 Social Marketing
AMB251 Innovation and Brand Management

AMB252	Business Decision Making
AMB303	International Logistics
AMB310	Internship
AMB350	Sales and Customer Relationship Management

For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

Marketing with Advertising Second Major

Marketing - Minor

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management

Sales - Minor

AMB331	Direct Marketing
AMB249	Professional Selling
AMB350	Sales and Customer Relationship Management
MGB225	Intercultural Communication and Negotiation Skills

Tourism and Entertainment Marketing Minor

AMB207	Entertainment Marketing
AMB209	Tourism Marketing
AMB208	Events Marketing
AMB264	Public Relations Techniques

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB115	Management
BSB111	Business Law and Ethics
AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research

Year 2, Semester 1

AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
AMB220	Advertising Theory and Practice

*Choose one from the following to complete the Advertising major:

AMB230	Digital Promotions
AMB331	Direct Marketing

Year 2, Semester 2

AMB335	E-marketing Strategies
AMB318	Advertising Copywriting
AMB319	Media Planning
	Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB336	International Marketing
AMB340	Services Marketing
AMB320	Advertising Management
AMB330	Advertising Planning Portfolio

Year 3, Semester 2

AMB359	Strategic Marketing
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective

Advertising Major List

*Choose one from the following to complete the Advertising major:

AMB230	Digital Promotions
AMB331	Direct Marketing

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets.

BSB110 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

AMB230 Digital Promotions
 AMB264 Public Relations Techniques
 AMB319 Media Planning

Marketing with Integrated Marketing Communication Second Major

Year 1, Semester 1

BSB119 Global Business
 BSB123 Data Analysis
 BSB124 Working in Business
 BSB126 Marketing

Year 1, Semester 2

BSB115 Management
 BSB111 Business Law and Ethics
 AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 2, Semester 1

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management
 Remaining Faculty Core OR Elective
 AMB220 Advertising Theory and Practice

Year 2, Semester 2

AMB335 E-marketing Strategies
 AMB263 Introduction To Public Relations
 AMB331 Direct Marketing
 Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB336 International Marketing
 AMB340 Services Marketing
 AMB208 Events Marketing
 AMB350 Sales and Customer Relationship Management

Year 3, Semester 2

AMB359 Strategic Marketing
 Integrated Marketing Communication Unit*
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB110 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Integrated Marketing Communication List

*Choose one from the following to complete the Integrate Marketing Communication major:

Marketing with International Business Second Major

Year 1, Semester 1

BSB119 Global Business
 BSB123 Data Analysis
 BSB124 Working in Business
 BSB126 Marketing

Year 1, Semester 2

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics
 BSB115 Management

Year 2, Semester 1

AMB202 Integrated Marketing Communication
 AMB204 Purchasing and Procurement
 AMB240 Marketing Planning and Management
 MGB225 Intercultural Communication and Negotiation Skills

Year 2, Semester 2

AMB210 Importing and Exporting
 AMB335 E-marketing Strategies
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB303 International Logistics
 AMB336 International Marketing
 AMB340 Services Marketing
 EFB240 Finance for International Business

Year 3, Semester 2

AMB359 Strategic Marketing
 MGB340 International Business in the Asia-pacific
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB110 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Marketing with Management Second Major

Year 1, Semester 1

FACULTY OF BUSINESS

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
BSB111	Business Law and Ethics
BSB115	Management

Year 2, Semester 1

AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation

Year 2, Semester 2

AMB335	E-marketing Strategies
MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation Skills
	Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB336	International Marketing
AMB340	Services Marketing
MGB309	Strategic Management
	Remaining Faculty Core OR Elective

Year 3, Semester 2

AMB359	Strategic Marketing
MGB310	Sustainability in A Changing Environment
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB110 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Marketing with Public Relations Second Major

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB115	Management
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BSB111	Business Law and Ethics
AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research

Year 2, Semester 1

AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
AMB263	Introduction To Public Relations
	Remaining Faculty Core OR Elective

Year 2, Semester 2

AMB335	E-marketing Strategies
AMB264	Public Relations Techniques
	Remaining Faculty Core OR Elective
	Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB336	International Marketing
AMB340	Services Marketing
AMB372	Public Relations Planning
AMB373	Corporate Communication

Year 3, Semester 2

AMB359	Strategic Marketing
AMB374	Global Public Relations Cases
AMB375	Public Relations Management
	Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB110 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Marketing with Finance Second Major

Year 1, Semester 1

BSB113	Economics
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB115	Management
AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research

Year 2, Semester 1

AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
EFB210	Finance 1

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EFB222 Quantitative Methods For Economics and Finance

Remaining Faculty Core OR Elective

Year 2, Semester 2

AMB335 E-marketing Strategies
 EFB201 Financial Markets
 EFB223 Economics 2
 Remaining Faculty Core OR Elective

Year 3, Semester 1

AMB336 International Marketing
 AMB340 Services Marketing
 Remaining Faculty Core OR Elective
 EFB307 Finance 2

Year 3, Semester 2

AMB359 Strategic Marketing
 EFB312 International Finance
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB111 and BSB119 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Marketing with Human Resource Management Second Major

Year 1, Semester 1

BSB119 Global Business
 BSB123 Data Analysis
 BSB124 Working in Business
 BSB126 Marketing

Year 1, Semester 2

BSB115 Management
 BSB111 Business Law and Ethics
 AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 2, Semester 1

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management
 MGB200 Leading Organisations
 Remaining Faculty Core OR Elective

Year 2, Semester 2

AMB335 E-marketing Strategies
 MGB201 Contemporary Employment Relations
 MGB207 Human Resource Issues and Strategy

Year 3, Semester 1

AMB336 International Marketing
 AMB340 Services Marketing
 MGB331 Learning and Development in Organisations
 MGB339 Performance and Reward

Year 3, Semester 2

AMB359 Strategic Marketing
 MGB320 Recruitment and Selection
 Remaining Faculty Core OR Elective
 Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Marketing) Unit Sets. BSB110 and BSB113 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Marketing and Management Unit List (for Caboolture students)

Faculty Core Units

BSB110 Accounting
 BSB119 Global Business
 BSB123 Data Analysis
 BSB124 Working in Business
 BSB111 Business Law and Ethics
 BSB113 Economics
 BSB115 Management
 BSB126 Marketing

Management Units

MGB200 Leading Organisations
 MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation
 MGB225 Intercultural Communication and Negotiation Skills
 MGB309 Strategic Management
 MGB310 Sustainability in A Changing Environment
 MGB324 Managing Business Growth
 MGB335 Project Management

Marketing Units

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research
 AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management
 AMB335 E-marketing Strategies
 AMB336 International Marketing

FACULTY OF BUSINESS

AMB340 Services Marketing

Faculty Core Unit

AMB359 Strategic Marketing

Faculty Core Unit

Marketing and Management Course Structure - Sem 1 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 1

BSB126 Marketing

Faculty Core Unit

Faculty Core Unit

Faculty Core Unit

Year 1, Semester 2

BSB115 Management

AMB201 Marketing and Audience Research

AMB240 Marketing Planning and Management

AMB200 Consumer Behaviour

Year 2, Semester 1

MGB200 Leading Organisations

AMB202 Integrated Marketing Communication

Elective Unit

Elective Unit

Year 2, Semester 2

Faculty Core Unit

MGB223 Entrepreneurship and Innovation

MGB309 Strategic Management

MGB310 Sustainability in A Changing Environment

Year 3, Semester 1

AMB335 E-marketing Strategies

OR

MGB324 Managing Business Growth

MGB225 Intercultural Communication and Negotiation Skills

AMB340 Services Marketing

MGB210 Managing Operations

Year 3, Semester 2

Faculty Core Unit

Faculty Core Unit

AMB336 International Marketing

MGB335 Project Management

OR

AMB359 Strategic Marketing

Marketing and Management Course Structure - Sem 2 entry (ODD YEAR) (for Caboolture students only)

Year 1, Semester 2

BSB115 Management

Faculty Core Unit

Year 2, Semester 1

BSB126 Marketing

Faculty Core Unit

Faculty Core Unit

MGB200 Leading Organisations

Year 2, Semester 2

AMB201 Marketing and Audience Research

AMB240 Marketing Planning and Management

MGB309 Strategic Management

MGB310 Sustainability in A Changing Environment

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation Skills

AMB340 Services Marketing

MGB210 Managing Operations

AMB335 E-marketing Strategies

Or

AMB335 E-marketing Strategies

Year 3, Semester 2

MGB223 Entrepreneurship and Innovation

MGB335 Project Management

OR

AMB359 Strategic Marketing

AMB336 International Marketing

AMB200 Consumer Behaviour

Year 4, Semester 1

AMB202 Integrated Marketing Communication

Faculty Core Unit

Elective Unit

MGB324 Managing Business Growth

Or

Elective Unit

Marketing and Management Course Structure - Sem 1 entry (EVEN YEAR) (for Caboolture students only)

Year 1, Semester 1

BSB126 Marketing

Faculty Core Unit

Faculty Core Unit

Faculty Core Unit

Year 1, Semester 2

BSB115 Management

AMB201 Marketing and Audience Research

FACULTY OF BUSINESS

AMB240 Marketing Planning and Management
Faculty Core Unit

Year 2, Semester 1

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills
MGB210 Managing Operations
Elective Unit

Year 2, Semester 2

AMB200 Consumer Behaviour
MGB223 Entrepreneurship and Innovation
AMB336 International Marketing
Faculty Core Unit

Year 3, Semester 1

AMB202 Integrated Marketing Communication
AMB335 E-marketing Strategies
OR
MGB324 Managing Business Growth
AMB340 Services Marketing
Elective

Year 3, Semester 2

Faculty Core Unit
MGB309 Strategic Management
MGB310 Sustainability in A Changing Environment
MGB335 Project Management
OR
AMB359 Strategic Marketing

Marketing and Management Course Structure - Sem 2 entry (EVEN YEAR) (for Caboolture students only)

Year 1, Semester 2

BSB115 Management
Faculty Core Unit
Faculty Core Unit
Faculty Core Unit

Year 2, Semester 1

BSB126 Marketing
MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills
MGB210 Managing Operations

Year 2, Semester 2

AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management
MGB309 Strategic Management

AMB200 Consumer Behaviour

Year 3, Semester 1

Faculty Core Unit
AMB202 Integrated Marketing Communication
AMB340 Services Marketing
AMB335 E-marketing Strategies
Or
Faculty Core Unit

Year 3, Semester 2

MGB223 Entrepreneurship and Innovation
MGB335 Project Management
OR
AMB359 Strategic Marketing
AMB336 International Marketing
MGB310 Sustainability in A Changing Environment

Year 4, Semester 1

Elective Unit
Elective Unit
Faculty Core Unit
MGB324 Managing Business Growth
Or
Faculty Core Unit

Potential Careers:

Account Executive, Computer Salesperson/Marketer, Creative Writer, Government Officer, Market Research Manager, Marketing Officer/Manager, Organisational Communication Specialist, Publishing Professional, Sales Person.

Bachelor of Business (Public Relations) (BS05)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 3 years (6 semesters)

Course duration (part-time): 6 years (12 semesters)

Domestic fees (indicative): 2010: CSP \$4430 per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester (subject to annual review)

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French

Discipline coordinator: Ms Amisha Mehta

Campus: Gardens Point

Your degree at a glance

Year 1

You will build a base of broad business knowledge through the core units, covering all areas of business from finance, accounting and economics through to marketing and global business. With generic skills in all areas, you will gain an understanding of how businesses operate within the commercial and social environment. You will begin your studies in public relations in the second semester, with an introduction to founding principles, an overview of the profession, and an insight into the future of public relations practice in contemporary organisations.

Year 2

You will build knowledge and skills in public relations techniques, learning how to write and prepare public relations tactics and tools such as media releases, social media programs, and events for real-world clients. In doing so, you will develop a portfolio of public relations materials to show potential employers. You will also build skills in public relations planning, allowing you to identify the best practices of public relations by analysing successful public relations campaigns from Australia and around the world. You will also have the opportunity to personalise your degree with the selection of a second study area.

Year 3

Acting as an internal adviser, you will explore corporate communication issues for organisations and track contemporary issues through case studies. You will also take the role of a public relations consultant, advising a real-world client on their problem or opportunity. Working in

partnership with other students to form a consulting team, you will prepare a campaign plan to present to your client. Your writing skills will be further developed through your campaign portfolio. Work placements are also available to match your interests in consultancies, government, corporate settings and community groups.

Professional recognition

This course is accredited by the industry's peak professional body, the Public Relations Institute of Australia (PRIA), providing graduates access to professional education and career opportunities. QUT maintains strong links with this body, in which a number of our teaching staff hold executive positions.

Practical teaching

The practical nature of this major means that you will graduate with a portfolio of work to demonstrate your skills to potential employers.

Third year project work is imperative to demonstrating the depth and breadth of skills you have accumulated throughout the course. This hands-on experience will give your career a vital kick start by bringing together the design, strategic planning and tactical preparation that underpins a real world public relations campaign.

Other majors

See also separate entries for other majors in this course: Accountancy, Advertising, Economics, Finance, Human Resource Management, International Business, Management, and Marketing.

Abbreviation

BBus(PublicRelations)

Public Relations (Full-time Semester 1 Entry)

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB113	Economics
BSB115	Management
AMB263	Introduction To Public Relations

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB264	Public Relations Techniques
	Remaining Faculty Core OR Second Area of Study OR Elective
	Remaining Faculty Core OR Second Area of Study OR Elective

FACULTY OF BUSINESS

Year 2, Semester 2

- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

- AMB374 Global Public Relations Cases
- AMB375 Public Relations Management
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

- AMB379 Public Relations Campaigns
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB111 is the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Public Relations (Full-time Semester 2 Entry)

Year 1, Semester 2

- BSB119 Global Business
- BSB123 Data Analysis
- BSB124 Working in Business
- BSB126 Marketing

Year 2, Semester 1

- BSB110 Accounting
- BSB113 Economics
- BSB115 Management
- AMB263 Introduction To Public Relations

Year 2, Semester 2

- AMB264 Public Relations Techniques
- AMB201 Marketing and Audience Research
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

- AMB374 Global Public Relations Cases
- AMB375 Public Relations Management
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

- AMB379 Public Relations Campaigns
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB111 is the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Public Relations (Part-time Semester 1 Entry)

Year 1, Semester 1

- BSB123 Data Analysis
- BSB126 Marketing

Year 1, Semester 2

- BSB119 Global Business
- BSB124 Working in Business

Year 2, Semester 1

- Remaining Faculty Core OR Second Area of Study OR Elective
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 2, Semester 2

- AMB201 Marketing and Audience Research
- Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

- AMB263 Introduction To Public Relations
- Remaining Faculty Core OR Second Area of Study OR Elective

FACULTY OF BUSINESS

Year 4, Semester 1

AMB372 Public Relations Planning
Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

AMB264 Public Relations Techniques
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 2

AMB373 Corporate Communication
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

AMB375 Public Relations Management
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

AMB374 Global Public Relations Cases
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

AMB379 Public Relations Campaigns
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective
Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB110, BSB111, BSB113 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Public Relations (Part-time Semester 2 Entry)

Year 1, Semester 2

BSB123 Data Analysis
BSB126 Marketing

Year 2, Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2, Semester 2

AMB201 Marketing and Audience Research
Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 1

AMB263 Introduction To Public Relations
Remaining Faculty Core OR Second Area of Study OR Elective

Year 3, Semester 2

AMB264 Public Relations Techniques
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 1

AMB372 Public Relations Planning
Remaining Faculty Core OR Second Area of Study OR Elective

Year 4, Semester 2

AMB373 Corporate Communication
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 1

AMB375 Public Relations Management
Remaining Faculty Core OR Second Area of Study OR Elective

Year 5, Semester 2

AMB374 Global Public Relations Cases
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 1

AMB379 Public Relations Campaigns
Remaining Faculty Core OR Second Area of Study OR Elective

Year 6, Semester 2

Remaining Faculty Core OR Second Area of Study OR Elective
Remaining Faculty Core OR Second Area of Study OR Elective

Year 7, Semester 1

Remaining Faculty Core OR Second Area of Study OR Elective
Remaining Faculty Core OR Second Area of Study OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB110, BSB111, BSB113 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Public Relations Unit Sets

Primary Major

Public Relations - 8 Unit Major

AMB201	Marketing and Audience Research
AMB263	Introduction To Public Relations
AMB264	Public Relations Techniques
AMB372	Public Relations Planning
AMB373	Corporate Communication
AMB374	Global Public Relations Cases
AMB375	Public Relations Management
AMB379	Public Relations Campaigns

Second Area of Study

Public Relations - 6 Unit Major

AMB201	Marketing and Audience Research
AMB263	Introduction To Public Relations
AMB264	Public Relations Techniques
AMB372	Public Relations Planning
AMB373	Corporate Communication
AMB374	Global Public Relations Cases

Public Relations Minor (for non Public Relations students)

AMB263	Introduction To Public Relations
AMB264	Public Relations Techniques
AMB372	Public Relations Planning
AMB374	Global Public Relations Cases

Languages Course structure

Important Information:

Languages are delivered through an Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).

In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:

- French (UQ)
- German (UQ)
- Indonesian (UQ)
- Italian (GU)
- Japanese (UQ and GU)
- Korean (UQ)
- Mandarin (QUT)
- Russian (UQ)
- Spanish (UQ and GU)

If you wish to study a language other than Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can access enrolment information and the cross institutional application at www.bus.qut.edu.au/study/languages/

To satisfy requirements of a second major or minor, the same language must be studied and undertaken at the same university.

Students wishing to study a language as a 6 unit major should enrol in the first language unit in their first semester.

For further information regarding languages, refer to <http://www.bus.qut.edu.au/study/languages/>

Public Relations with Advertising Second Major

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB113	Economics
BSB115	Management
AMB263	Introduction To Public Relations

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB264	Public Relations Techniques
AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year 2, Semester 2

AMB372	Public Relations Planning
AMB373	Corporate Communication
AMB318	Advertising Copywriting
AMB319	Media Planning

Year 3, Semester 1

AMB374	Global Public Relations Cases
AMB375	Public Relations Management
AMB320	Advertising Management
AMB330	Advertising Planning Portfolio

Year 3, Semester 2

AMB379	Public Relations Campaigns
BSB111	Business Law and Ethics
	Elective
	Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. Check unit availability when selecting Second Area of Study units.

Public Relations with Marketing Second Major

Year 1, Semester 1

BSB119	Global Business
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BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting
BSB113 Economics
BSB115 Management
AMB263 Introduction To Public Relations

Year 2, Semester 1

AMB201 Marketing and Audience Research
AMB264 Public Relations Techniques
AMB200 Consumer Behaviour
Remaining Faculty Core OR Elective

Year 2, Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 3, Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management
AMB335 E-marketing Strategies
Remaining Faculty Core OR Elective

Year 3, Semester 2

AMB379 Public Relations Campaigns
AMB336 International Marketing
AMB340 Services Marketing
Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be viewed under BS05 (Public Relations) Unit Sets. BSB111 is the remaining Faculty Core units which must be completed. Check unit availability when selecting Second Area of Study units.

Potential Careers:

Government Officer, Information Officer, Journalist, Media Industry Specialist, Policy Officer, Public Relations Officer/Consultant, Publishing Professional.

Bachelor of Business (Dean's Honours) (BS06)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 2 years (4 standard semesters; 2 summer semesters) plus Honours

Course duration (part-time): Not available in part-time mode

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$12,600 (indicative) per semester - based on 60 credit points

Domestic Entry: February

International Entry: February

QTAC code: 413222

Past rank cut-off: 98

Past OP cut-off: 2

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 60 credit points in semesters 1 and 2; 24 credit points in summer

Course coordinator: Dr Erica French

Discipline coordinator: Dr Erica French, Director of Undergraduate Studies

Campus: Gardens Point

Course design

To complete the Bachelor of Business (Dean's Honours), a student must successfully complete all parts listed below:

- (a) Eight Faculty Core units (96 credit points)
- (b) One block of eight Major Core units (Study Area A) (96 credit points)
- (c) One Minor of 4 units selected from a University-Wide unit set or a Faculty extension (48 credit points)
- (d) Four prescribed Elective units undertaken during the Summer semester as project or research units (48 credit points)

Students should note that not all minors are timetabled in every year or semester. Hence, due to the accelerated structure of the course, it is important you confirm that the minors you are interested in will be available.

Students will study five units (60 credit points) in each of the major semesters and an additional two units (24 credit points) in the Summer semesters.

Students who graduate from the Bachelor of Business with a GPA of 5.5 or higher will be eligible to enrol in the Bachelor of Business (Honours) (BS63).

Study areas

Study areas for this course are Accounting, Advertising, Economics, Finance, International Business, Human Resource Management, Management, Marketing, and

Public Relations.

Entry requirements

Domestic students: Completion of Australian Year 12 studies or equivalent including the International Baccalaureate with OP1 - 2 (or equivalent rank).

International students: Completion of Australian Year 12 studies or equivalent including the International Baccalaureate undertaken onshore with OP1 - 2 (or equivalent rank).

Special requirements

Minimum GPA: It is expected that students maintain a minimum GPA of 5.5. If a student does not maintain a GPA of 5.5 it will be recommended that they return to the standard program, Bachelor of Business (BS05). (A GPA of 5.5 is required for entry to the Bachelor of Business (Honours) (BS63) program).

Breaks in Study: Due to the accelerated program breaks in study are not permitted. Students wishing to take a break from study will be advised to transfer to the standard program, Bachelor of Business (BS05).

Course progression: Due to the accelerated program students are expected to follow the course structure. Students wishing to deviate from the recommended course structure will be advised to transfer to the standard program, Bachelor of Business (BS05).

Advanced standing/credit

Due to the accelerated nature of this program, advanced standing or credit for previous study is not permitted (with the exception of Start QUT).

Professional recognition

Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. See each course major for details.

Further study

Students in the Dean's Honours (BS06) are expected to maintain a GPA 5.5 in order to be eligible for entry into the Bachelor of Business (Honours) (BS63) program.

For information on the Honours program, see the entry for BS63 Bachelor of Business (Honours) (BS63).

Campus options

This degree is available at Gardens Point campus only, however some units are offered at Caboolture campus. Students may enrol in Business units at Caboolture campus.

Abbreviation

BBus(Study Area A)

Full-time Semester 1 Entry - Accountancy

Year 1, Semester 1

FACULTY OF BUSINESS

BSB110 Accounting

BSB111 Business Law and Ethics

BSB113 Economics

BSB123 Data Analysis

BSB124 Working in Business

Year 1, Semester 2

BSB115 Management

AYB200 Financial Accounting

AYB219 Taxation Law

AYB221 Computerised Accounting Systems

AYB225 Management Accounting

Year 1, Semester 3 (Summer)

AYB300 Accountancy Work Integrated Learning

Year 2, Semester 1

AYB340 Company Accounting

BSB119 Global Business

Second Area of Study Unit

Second Area of Study Unit

Second Area of Study Unit

Year 2, Semester 2

AYB301 Audit and Assurance

AYB311 Financial Accounting Issues

AYB339 Accountancy Capstone

BSB126 Marketing

Second Area of Study Unit

Year 2, Semester 3 (Summer)

Research unit

Research unit

Important Information

Please note: List of Second Area of Study can be viewed under BS06 (Accountancy) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Accountancy (with Professional Accounting)

Year 1, Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

BSB113 Economics

BSB123 Data Analysis

BSB124 Working in Business

Year 1, Semester 2

BSB119 Global Business

AYB200 Financial Accounting

AYB219 Taxation Law

AYB221 Computerised Accounting Systems

AYB225 Management Accounting

Year 1, Semester 3 (Summer)

AYB300 Accountancy Work Integrated Learning

Year 2, Semester 1

AYB340 Company Accounting

AYB321 Strategic Management Accounting

AYB230 Corporations Law

Professional Accounting unit (either AYB227 or AYB320 or AYB240) or BSB115

EFB210 Finance 1

Year 2, Semester 2

AYB301 Audit and Assurance

AYB311 Financial Accounting Issues

AYB339 Accountancy Capstone

Professional Accounting unit (either AYB320 or AYB250) OR BSB115

BSB126 Marketing

Year 2, Semester 3 (Summer)

Research unit

Research unit

Professional Accountancy Extension

To complete the Professional Accounting extension student must select one of the following:

AYB227 International Accounting

AYB240 Superannuation Regulation and Practice

AYB250 Personal Financial Planning

AYB320 Advanced Taxation Law

Important Information

Please note: Check unit availability when selecting Second Area of Study units.

Students must completed all 8 Faculty Core Units (BSBxxx)

Full-time Semester 1 Entry - Advertising

Year 1, Semester 1

BSB110 Accounting

BSB123 Data Analysis

BSB124 Working in Business

BSB126 Marketing

AMB220 Advertising Theory and Practice

Year 1, Semester 2

AMB318 Advertising Copywriting

AMB319 Media Planning

FACULTY OF BUSINESS

AMB201 Marketing and Audience Research
 AMB200 Consumer Behaviour
 BSB115 Management

EFB331 Intermediate Microeconomics
 Economics Option unit
 Second Area of Study unit

Year 1, Semester 3 (Summer)

BSB200 Project

Year 2, Semester 1

AMB320 Advertising Management
 AMB330 Advertising Planning Portfolio
 BSB119 Global Business
 Second Area of Study unit
 Second Area of Study unit

Year 2, Semester 2

AMB339 Advertising Campaigns
 BSB111 Business Law and Ethics
 BSB113 Economics
 Second Area of Study unit
 Second Area of Study unit

Year 2, Semester 3 (Summer)

Research unit
 Research unit

Important Information

Please note: List of Second Area of Study can be viewed under BS06 (Advertising) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Economics

Year 1, Semester 1

BSB110 Accounting
 BSB113 Economics
 BSB124 Working in Business
 BSB123 Data Analysis
 BSB111 Business Law and Ethics

Year 1, Semester 2

BSB126 Marketing
 BSB115 Management
 EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2
 Second Area of Study unit

Year 1, Semester 3 (Summer)

BSB200 Project

Year 2, Semester 1

BSB119 Global Business
 EFB330 Intermediate Macroeconomics

Year 2, Semester 2

EFB338 Contemporary Application of Economic Theory
 Economics Option unit
 Economics Option unit
 Second Area of Study unit
 Second Area of Study unit

Year 2, Semester 3 (Summer)

Research unit
 Research unit

Economics Options List

Student must choose 3 units from the following:

EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics
 EFB337 Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be viewed under BS06 (Economics) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Finance

Year 1, Semester 1

BSB110 Accounting
 BSB113 Economics
 BSB124 Working in Business
 BSB123 Data Analysis
 BSB111 Business Law and Ethics

Year 1, Semester 2

BSB115 Management
 EFB210 Finance 1
 EFB222 Quantitative Methods For Economics and Finance
 EFB201 Financial Markets
 Second Area of Study Unit

Year 1, Semester 3 (Summer)

BSB200 Project

Year 2, Semester 1

BSB119 Global Business
 EFB223 Economics 2
 EFB312 International Finance

EFB307 Finance 2
Second Area of Study Unit

Year 2, Semester 3 (Summer)

Research unit

Research unit

Year 2, Semester 2

EFB335 Investments

EFB340 Finance Capstone

BSB126 Marketing

Second Area of Study Unit

Second Area of Study Unit

Important Information

Please note: List of Second Area of Study can be viewed under BS06 (Human Resource Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

Year 2, Semester 3 (Summer)

Research unit

Research unit

Important Information

Please note: List of Second Area of Study can be viewed under BS06 (Finance) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Human Resources Management

Year 1, Semester 1

BSB113 Economics

BSB115 Management

BSB124 Working in Business

BSB111 Business Law and Ethics

BSB126 Marketing

Year 1, Semester 1

BSB113 Economics

BSB115 Management

BSB119 Global Business

BSB124 Working in Business

BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting

BSB123 Data Analysis

AMB210 Importing and Exporting

EFB240 Finance for International Business

MGB225 Intercultural Communication and Negotiation Skills

Year 1, Semester 3 (Summer)

BSB200 Project

Year 1, Semester 2

BSB110 Accounting

BSB123 Data Analysis

MGB200 Leading Organisations

MGB201 Contemporary Employment Relations

MGB207 Human Resource Issues and Strategy

Year 2, Semester 1

AMB303 International Logistics

AMB336 International Marketing

AYB227 International Accounting

Second Area of Study

Second Area of Study

Year 1, Semester 3 (Summer)

BSB200 Project

Year 2, Semester 2

BSB111 Business Law and Ethics

AMB369 International Business Strategy

MGB340 International Business in the Asia-Pacific

Second Area of Study

Second Area of Study

Year 2, Semester 1

BSB119 Global Business

MGB220 Business Research Methods

MGB339 Performance and Reward

MGB331 Learning and Development in Organisations

Second Area of Study unit

Year 2, Semester 3 (Summer)

Research unit

Research unit

Year 2, Semester 2

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

Second Area of Study unit

Second Area of Study unit

Second Area of Study unit

Important Information

Please note; List of Second Area of Study can be viewed under BS06 (International Business) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Management

Year 1, Semester 1

BSB111	Business Law and Ethics
BSB115	Management
BSB119	Global Business
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB113	Economics
MGB200	Leading Organisations
MGB223	Entrepreneurship and Innovation Second Area of Study unit

Year 1, Semester 3 (Summer)

BSB200	Project
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Year 2, Semester 1

BSB123	Data Analysis
MGB210	Managing Operations
MGB225	Intercultural Communication and Negotiation Skills
MGB309	Strategic Management
MGB324	Managing Business Growth

Year 2, Semester 2

MGB310	Sustainability in A Changing Environment
MGB335	Project Management Second Area of Study unit Second Area of Study unit Second Area of Study unit

Year 2, Semester 3 (Summer)

Research unit
Research unit

Important Information

Please note: List of Second Area of Study can be viewed under BS06 (Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Marketing

Year 1, Semester 1

BSB110	Accounting
BSB115	Management
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
BSB111	Business Law and Ethics

Year 1, Semester 3 (Summer)

BSB200	Project
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Year 2, Semester 1

AMB335	E-marketing Strategies
AMB340	Services Marketing
BSB119	Global Business Second Area of Study Unit Second Area of Study Unit

Year 2, Semester 2

AMB336	International Marketing
AMB359	Strategic Marketing
BSB113	Economics Second Area of Study Unit Second Area of Study Unit

Year 2, Semester 3 (Summer)

Research unit
Research unit

Important Information

Please note: List of Second Area of Study can be viewed under BS06 (Marketing) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Public Relations

Year 1, Semester 1

BSB124	Working in Business
BSB123	Data Analysis
BSB126	Marketing
AMB263	Introduction To Public Relations
AMB264	Public Relations Techniques

Year 1, Semester 2

BSB115	Management
BSB113	Economics
BSB110	Accounting
AMB201	Marketing and Audience Research
AMB372	Public Relations Planning

Year 1, Semester 3 (Summer)

BSB200	Project
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Year 2, Semester 1

FACULTY OF BUSINESS

AMB373	Corporate Communication	AYB221	Computerised Accounting Systems
AMB374	Global Public Relations Cases	INB220	Business Analysis
BSB119	Global Business	INB311	Enterprise Systems
	Second Area of Study unit	INB342	Enterprise Data Mining
	Second Area of Study unit	INB343	Advanced Data Mining and Data Warehousing

Year 2, Semester 2

AMB375	Public Relations Management
AMB379	Public Relations Campaigns
BSB111	Business Law and Ethics
	Second Area of Study unit
	Second Area of Study unit

Year 2, Semester 3 (Summer)

Research unit
Research unit

Important Information

Please note: List of Second Area of Study can be viewed under BS06 (Public Relations) Unit Sets. Check unit availability when selecting Second Area of Study units.

Accountancy Unit Sets

Primary Major

Accountancy - 8 Unit Major

AYB200	Financial Accounting
AYB225	Management Accounting
AYB221	Computerised Accounting Systems
AYB219	Taxation Law
AYB340	Company Accounting
AYB311	Financial Accounting Issues
AYB301	Audit and Assurance
AYB339	Accountancy Capstone

Second Area of Study

Accountancy - 6 Unit Major

AYB200	Financial Accounting
AYB225	Management Accounting
AYB219	Taxation Law
AYB221	Computerised Accounting Systems
AYB340	Company Accounting
AYB301	Audit and Assurance

Forensics - 6 Unit Major

AYB114	Business Technologies
AYB115	Governance Issues and Fraud
AYB341	Forensic and Business Intelligence
INB312	Enterprise Systems Applications
PLUS:	select two (2) units from:

Business Regulations - 6 Unit Major (for non-Accounting students)

AYB219	Taxation Law
AYB320	Advanced Taxation Law
MGB201	Contemporary Employment Relations
MGB339	Performance and Reward
PLUS:	select two (2) units from:
AMB231	Marketing Communications Regulations and Ethics
AYB115	Governance Issues and Fraud
AYB205	Law of Business Entities
AYB230	Corporations Law
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning

Accountancy - Professional Accounting Extension (for professional recognition)

AYB230	Corporations Law
AYB321	Strategic Management Accounting
EFB210	Finance 1
PLUS:	select one (1) unit from:
AYB227	International Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law

Accountancy - Regulation and Tax Extension

	Select four (4) units from:
AYB205	Law of Business Entities
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law
AYB338	Accountancy Work Placement

Forensics Minor

AYB114	Business Technologies
AYB115	Governance Issues and Fraud
AYB341	Forensic and Business Intelligence
PLUS:	select one (1) unit from:
AYB205	Law of Business Entities
AYB221	Computerised Accounting Systems
AYB338	Accountancy Work Placement

Superannuation and Wealth Management Minor

AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
PLUS:	select two (2) units from:
AYB205	Law of Business Entities
AYB219	Taxation Law
AYB320	Advanced Taxation Law
AYB338	Accountancy Work Placement

Business Regulation Minor (for non-Accounting students)

AYB219	Taxation Law
PLUS:	select three (3) units from:
AMB231	Marketing Communications Regulations and Ethics
AYB115	Governance Issues and Fraud
AYB205	Law of Business Entities
AYB230	Corporations Law
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law
MGB201	Contemporary Employment Relations
MGB339	Performance and Reward

Accountancy Minor (for non-Accounting students)

Select four (4) units from:

AYB200	Financial Accounting
AYB219	Taxation Law
AYB221	Computerised Accounting Systems
AYB225	Management Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning

Advertising Unit Sets

Primary Major

Advertising - 8 Unit Major

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB220	Advertising Theory and Practice
AMB318	Advertising Copywriting
AMB319	Media Planning
AMB320	Advertising Management
AMB330	Advertising Planning Portfolio
AMB339	Advertising Campaigns

Second Area of Study

Advertising - 6 Unit Major

AMB200	Consumer Behaviour
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AMB220	Advertising Theory and Practice
AMB318	Advertising Copywriting
AMB319	Media Planning
AMB320	Advertising Management
AMB330	Advertising Planning Portfolio

Integrated Marketing Communication - 6 Unit Major

AMB202	Integrated Marketing Communication
AMB208	Events Marketing
AMB220	Advertising Theory and Practice
AMB263	Introduction To Public Relations
AMB331	Direct Marketing
AMB350	Sales and Customer Relationship Management

Advertising Minor (for non-Advertising students)

AMB220	Advertising Theory and Practice
AMB318	Advertising Copywriting
AMB319	Media Planning
AMB320	Advertising Management

Integrated Marketing Communication - Minor

AMB202	Integrated Marketing Communication
AMB331	Direct Marketing
AMB350	Sales and Customer Relationship Management
	Choose one from the following:
AMB263	Introduction To Public Relations
AMB220	Advertising Theory and Practice

Economics Unit Sets

Primary Major

Economics - 8 Unit Major

EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
EFB338	Contemporary Application of Economic Theory
	Plus any three of the following:
EFB332	Applied Behavioural Economics
EFB333	Introductory Econometrics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Second Area of Study

Economics - 6 Unit Major (for non Finance major students)

EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2

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EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
	Plus any two of the following:
EFB332	Applied Behavioural Economics
EFB333	Introductory Econometrics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Economics - 6 unit major (for Finance students)

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
	Plus four of the following:
EFB332	Applied Behavioural Economics
EFB333	Introductory Econometrics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Economics - Minor (for non-Economics and Finance students)

EFB223	Economics 2
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
	Plus one of the following:
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Economics minor (for Finance students)

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
	Plus two of the following:
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy
EFB336	International Economics
EFB337	Game Theory and Applications

Applied Economics Minor (for non-Economics and Finance students)

EFB223	Economics 2
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy
	Plus one of the following:
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics

Applied Economics minor (for Finance students)

EFB332	Applied Behavioural Economics
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EFB334	Environmental Economics and Policy
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics

Quantitative Economics minor (for non-Economics and Finance students)

EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2
EFB333	Introductory Econometrics
	Plus one of the following:
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy

Quantitative Economic minor (for Finance students)

EFB333	Introductory Econometrics
	Plus three of the following:
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
EFB332	Applied Behavioural Economics
EFB334	Environmental Economics and Policy

Finance Unit Sets

Primary Major

Finance - 8 Unit Major

EFB201	Financial Markets
EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2
EFB307	Finance 2
EFB312	International Finance
EFB335	Investments
EFB340	Finance Capstone

Second Area of Study

Finance - 6 Unit Major (for non Economics students)

EFB201	Financial Markets
EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2
EFB307	Finance 2
EFB312	International Finance

Finance - 6 unit Major (for Economics students)

EFB210	Finance 1
EFB201	Financial Markets

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EFB307	Finance 2	MGB225	Intercultural Communication and Negotiation Skills
EFB312	International Finance	MGB306	Independent Study
EFB335	Investments	MGB309	Strategic Management
EFB340	Finance Capstone	MGB338	Workplace Learning

Finance - Minor (for non-Finance students)

EFB201	Financial Markets
EFB210	Finance 1
EFB307	Finance 2
EFB312	International Finance

Finance - Funds Management Extension

EFB308	Finance 3
EFB309	Financial Derivatives
EFB326	Applied Portfolio Management
EFB333	Introductory Econometrics

Finance - Financial Services Extension

AYB232	Financial Institutions Law
EFB310	Financial Institutions - Control
EFB311	Financial Institutions - Lending
EFB339	Financial Planning and Investments

Human Resource Management Unit Sets

Primary Major

Human Resource Management 8 Unit Major

MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy
MGB220	Business Research Methods
MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations
MGB339	Performance and Reward
MGB370	Personal and Professional Development

Second Area of Study

Human Resource Management 6 Unit Major

MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy
MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations
MGB339	Performance and Reward

Human Resource Management Extension (for Human Resource Management students)

MGB305	HRM Strategy and Policy
MGB314	Organisational Consulting and Change
	Plus any two of:

HRM Minor (For non-HRM students)

	Choose 1 of the following:
MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations
PLUS:	Choose 3 of the following:
MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy
MGB339	Performance and Reward

International Business Unit Sets

Primary Major

International Business - 8 Unit Major

AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
AMB369	International Business Strategy
AYB227	International Accounting
EFB240	Finance for International Business
MGB225	Intercultural Communication and Negotiation Skills
MGB340	International Business in the Asia-Pacific

Second Area of Study

International Business - 6 Unit Major

AMB204	Purchasing and Procurement
AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
MGB225	Intercultural Communication and Negotiation Skills
MGB340	International Business in the Asia-Pacific

International Logistics - 6 Unit Major

AMB204	Purchasing and Procurement
AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
MGB210	Managing Operations
MGB335	Project Management

International Logistics - Minor

AMB204	Purchasing and Procurement
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AMB210 Importing and Exporting
 AMB303 International Logistics
 MGB210 Managing Operations

International Business - Minor (for non International Business students)

AMB210 Importing and Exporting
 AMB336 International Marketing
 MGB225 Intercultural Communication and Negotiation Skills
 MGB340 International Business in the Asia-pacific

Management Unit Sets

Primary Major

Management - 8 Unit Major

MGB200 Leading Organisations
 MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation
 MGB225 Intercultural Communication and Negotiation Skills
 MGB309 Strategic Management
 MGB310 Sustainability in A Changing Environment
 MGB324 Managing Business Growth
 MGB335 Project Management

Second Area of Study

Management - 6 Unit Major

MGB200 Leading Organisations
 MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation
 MGB225 Intercultural Communication and Negotiation Skills
 MGB310 Sustainability in A Changing Environment
 MGB309 Strategic Management

Management Extension (for Management Students)

MGB201 Contemporary Employment Relations
 MGB331 Learning and Development in Organisations
 Plus any two of:
 AMB252 Business Decision Making
 MGB306 Independent Study
 MGB338 Workplace Learning
 MGB370 Personal and Professional Development

Minor - Entrepreneurship

MGB223 Entrepreneurship and Innovation
 MGB324 Managing Business Growth
 Plus two of the following:
 MGB200 Leading Organisations
 MGB210 Managing Operations

MGB225 Intercultural Communication and Negotiation Skills
 MGB310 Sustainability in A Changing Environment

Minor - Management (for non-Management students)

MGB309 Strategic Management
 Plus three of the following:
 MGB200 Leading Organisations
 MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation
 MGB225 Intercultural Communication and Negotiation Skills
 MGB310 Sustainability in A Changing Environment

Marketing Unit Sets

Primary Major

Marketing - 8 Unit Major

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research
 AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management
 AMB335 E-marketing Strategies
 AMB336 International Marketing
 AMB340 Services Marketing
 AMB359 Strategic Marketing

Second Area of Study

Marketing - 6 Unit Major

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research
 AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management
 AMB336 International Marketing
 AMB340 Services Marketing

Marketing - Extension

Choose 4 from:
 AMB206 Social Marketing
 AMB251 Innovation and Brand Management
 AMB252 Business Decision Making
 AMB303 International Logistics
 AMB310 Internship
 AMB350 Sales and Customer Relationship Management

Marketing - Minor

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research
 AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management

Sales - Minor

- AMB331 Direct Marketing
- AMB249 Professional Selling
- AMB350 Sales and Customer Relationship Management
- MGB225 Intercultural Communication and Negotiation Skills

Tourism and Entertainment Marketing Minor

- AMB207 Entertainment Marketing
- AMB209 Tourism Marketing
- AMB208 Events Marketing
- AMB264 Public Relations Techniques

Public Relations Unit Sets

Primary Major

Public Relations - 8 Unit Major

- AMB201 Marketing and Audience Research
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB374 Global Public Relations Cases
- AMB375 Public Relations Management
- AMB379 Public Relations Campaigns

Second Area of Study

Public Relations - 6 Unit Major

- AMB201 Marketing and Audience Research
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB374 Global Public Relations Cases

Public Relations Minor (for non Public Relations students)

- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB374 Global Public Relations Cases

Potential Careers:

Account Executive, Accountant, Administrator, Advertising Professional, Banking and Finance Professional, Business Analyst, Business Development Officer, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Financial Risk Manager, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Investment Manager, Manager, Market Research Manager, Marketing Officer/Manager, Project Developer, Project Manager, Public Relations Officer/Consultant, Statistician.

Bachelor of Business (Accelerated Program) (BS07)

Year offered: 2010

Admissions: Yes

CRICOS code: 003491G

Course duration (full-time): 4 standard semesters, 2 summer semesters (2 years)

Course duration (part-time): Not available in part-time mode

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$12,600 (indicative) per semester - based on 60 credit points

Domestic Entry: Semester 1 only (February)

International Entry: Semester 1 only (February)

QTAC code: 413122

Past rank cut-off: 92

Past OP cut-off: 5

Assumed knowledge: English (4, SA) and for Accountancy, Economics, Finance and Marketing majors Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 60 credit points in semesters 1 and 2; 24 credits points in summer

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Dr Erica French, Director of Undergraduate Studies

Campus: Gardens Point

Course design

The Bachelor of Business (Accelerated Program) allows you to be flexible in your fields of study to suit your own needs and career aspirations. The three distinct components within the program will give you many combinations of study areas and minors, as well as opportunities to participate in internships, work placements, special topics or projects during summer.

- (a) Eight Faculty Core units (96 credit points)
- (b) One block of eight Major Core units (Study Area A) (96 credit points)
- (c) One Minor of 4 units selected from a University-Wide unit set or a Faculty extension (48 credit points)
- (d) Four prescribed Elective units undertaken during the Summer semester as project or research units (48 credit points)

Students should note that not all minors are timetabled in every year or semester. Hence, due to the accelerated structure of the course, it is important you confirm that the minors you are interested in will be available.

Students will study five units (60 credit points) in each of the major semesters and an additional two units (24 credit points) in the Summer semesters.

Study areas

Study areas for this course are Accounting, Advertising, Economics, Finance, International Business, Human Resource Management, Management, Marketing, and Public Relations.

Course information

The accelerated program will provide you with the opportunity to complete a three year Bachelor of Business degree in two years. Students will study five units in each of the major semesters and an additional two units in the summer semesters.

Entry requirement

Domestic students: must complete Australian Year 12 studies or equivalent with OP1-5 or equivalent (including International Baccalaureate).

International students: must complete Australian Year 12 studies (or equivalent including International Baccalaureate) onshore with OP1-5 or equivalent rank.

Special course requirements

Breaks in study: Due to the accelerated nature of the program breaks in study are not permitted. Students wishing to take a break from study will be advised to transfer to the standard program, Bachelor of Business (BS05).

Course progression: Due to the accelerated nature of the program students are expected to follow the course structure. Students wishing to deviate from the recommended course structure will be advised to transfer to the standard program, Bachelor of Business (BS05).

Professional recognition

Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. See each course major for details.

Advanced standing

Due to the accelerated nature of this program, advanced standing or credit for previous study is not permitted (with the exception of QUT Start).

Further study

Students in the BS07 Accelerated program may choose to enrol in the BS63 Bachelor of Business (Honours) on completion of the degree with a GPA of 5.5.

Campus options

The degree is available at Gardens Point campus only, however some units are offered at the Caboolture campus. Students may enrol in Business units at the Caboolture campus.

Abbreviation

BBus(Study Area A)

Accountancy Unit Sets

Primary Major

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Accountancy - 8 Unit Major

AYB200	Financial Accounting
AYB225	Management Accounting
AYB221	Computerised Accounting Systems
AYB219	Taxation Law
AYB340	Company Accounting
AYB311	Financial Accounting Issues
AYB301	Audit and Assurance
AYB339	Accountancy Capstone

Second Area of Study

Accountancy - 6 Unit Major

AYB200	Financial Accounting
AYB225	Management Accounting
AYB219	Taxation Law
AYB221	Computerised Accounting Systems
AYB340	Company Accounting
AYB301	Audit and Assurance

Forensics - 6 Unit Major

AYB114	Business Technologies
AYB115	Governance Issues and Fraud
AYB341	Forensic and Business Intelligence
INB312	Enterprise Systems Applications
PLUS:	select two (2) units from:
AYB221	Computerised Accounting Systems
INB220	Business Analysis
INB311	Enterprise Systems
INB342	Enterprise Data Mining
INB343	Advanced Data Mining and Data Warehousing

Business Regulations - 6 Unit Major (for non-Accounting students)

AYB219	Taxation Law
AYB320	Advanced Taxation Law
MGB201	Contemporary Employment Relations
MGB339	Performance and Reward
PLUS:	select two (2) units from:
AMB231	Marketing Communications Regulations and Ethics
AYB115	Governance Issues and Fraud
AYB205	Law of Business Entities
AYB230	Corporations Law
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning

Accountancy - Professional Accounting Extension (for professional recognition)

AYB230	Corporations Law
AYB321	Strategic Management Accounting
EFB210	Finance 1
PLUS:	select one (1) unit from:
AYB227	International Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law

Accountancy - Regulation and Tax Extension

	Select four (4) units from:
AYB205	Law of Business Entities
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law
AYB338	Accountancy Work Placement

Forensics Minor

AYB114	Business Technologies
AYB115	Governance Issues and Fraud
AYB341	Forensic and Business Intelligence
PLUS:	select one (1) unit from:
AYB205	Law of Business Entities
AYB221	Computerised Accounting Systems
AYB338	Accountancy Work Placement

Superannuation and Wealth Management Minor

AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
PLUS:	select two (2) units from:
AYB205	Law of Business Entities
AYB219	Taxation Law
AYB320	Advanced Taxation Law
AYB338	Accountancy Work Placement

Business Regulation Minor (for non-Accounting students)

AYB219	Taxation Law
PLUS:	select three (3) units from:
AMB231	Marketing Communications Regulations and Ethics
AYB115	Governance Issues and Fraud
AYB205	Law of Business Entities
AYB230	Corporations Law
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law
MGB201	Contemporary Employment Relations
MGB339	Performance and Reward

Accountancy Minor (for non-Accounting students)

Select four (4) units from:

- AYB200 Financial Accounting
- AYB219 Taxation Law
- AYB221 Computerised Accounting Systems
- AYB225 Management Accounting
- AYB240 Superannuation Regulation and Practice
- AYB250 Personal Financial Planning

Advertising Unit Sets

Primary Major

Advertising - 8 Unit Major

- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio
- AMB339 Advertising Campaigns

Second Area of Study

Advertising - 6 Unit Major

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio

Integrated Marketing Communication - 6 Unit Major

- AMB202 Integrated Marketing Communication
- AMB208 Events Marketing
- AMB220 Advertising Theory and Practice
- AMB263 Introduction To Public Relations
- AMB331 Direct Marketing
- AMB350 Sales and Customer Relationship Management

Advertising Minor (for non-Advertising students)

- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management

Integrated Marketing Communication - Minor

- AMB202 Integrated Marketing Communication
- AMB331 Direct Marketing
- AMB350 Sales and Customer Relationship Management

Choose one from the following:

- AMB263 Introduction To Public Relations
- AMB220 Advertising Theory and Practice

Economics Unit Sets

Primary Major

Economics - 8 Unit Major

- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
- EFB338 Contemporary Application of Economic Theory
Plus any three of the following:
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Second Area of Study

Economics - 6 Unit Major (for non Finance major students)

- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
Plus any two of the following:
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Economics - 6 unit major (for Finance students)

- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics
Plus four of the following:
- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Economics - Minor (for non-Economics and Finance students)

- EFB223 Economics 2
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics

Plus one of the following:

- EFB332 Applied Behavioural Economics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Economics minor (for Finance students)

- EFB330 Intermediate Macroeconomics
 - EFB331 Intermediate Microeconomics
- Plus two of the following:
- EFB332 Applied Behavioural Economics
 - EFB334 Environmental Economics and Policy
 - EFB336 International Economics
 - EFB337 Game Theory and Applications

Applied Economics Minor (for non-Economics and Finance students)

- EFB223 Economics 2
 - EFB332 Applied Behavioural Economics
 - EFB334 Environmental Economics and Policy
- Plus one of the following:
- EFB330 Intermediate Macroeconomics
 - EFB331 Intermediate Microeconomics

Applied Economics minor (for Finance students)

- EFB332 Applied Behavioural Economics
- EFB334 Environmental Economics and Policy
- EFB330 Intermediate Macroeconomics
- EFB331 Intermediate Microeconomics

Quantitative Economics minor (for non-Economics and Finance students)

- EFB222 Quantitative Methods For Economics and Finance
 - EFB223 Economics 2
 - EFB333 Introductory Econometrics
- Plus one of the following:
- EFB330 Intermediate Macroeconomics
 - EFB331 Intermediate Microeconomics
 - EFB332 Applied Behavioural Economics
 - EFB334 Environmental Economics and Policy

Quantitative Economic minor (for Finance students)

- EFB333 Introductory Econometrics
- Plus three of the following:
- EFB330 Intermediate Macroeconomics
 - EFB331 Intermediate Microeconomics
 - EFB332 Applied Behavioural Economics
 - EFB334 Environmental Economics and Policy

Finance Unit Sets

Primary Major

Finance - 8 Unit Major

- EFB201 Financial Markets
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2
- EFB307 Finance 2
- EFB312 International Finance
- EFB335 Investments
- EFB340 Finance Capstone

Second Area of Study

Finance - 6 Unit Major (for non Economics students)

- EFB201 Financial Markets
- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance
- EFB223 Economics 2
- EFB307 Finance 2
- EFB312 International Finance

Finance - 6 unit Major (for Economics students)

- EFB210 Finance 1
- EFB201 Financial Markets
- EFB307 Finance 2
- EFB312 International Finance
- EFB335 Investments
- EFB340 Finance Capstone

Finance - Minor (for non-Finance students)

- EFB201 Financial Markets
- EFB210 Finance 1
- EFB307 Finance 2
- EFB312 International Finance

Finance - Funds Management Extension

- EFB308 Finance 3
- EFB309 Financial Derivatives
- EFB326 Applied Portfolio Management
- EFB333 Introductory Econometrics

Finance - Financial Services Extension

- AYB232 Financial Institutions Law
- EFB310 Financial Institutions - Control
- EFB311 Financial Institutions - Lending
- EFB339 Financial Planning and Investments

Human Resource Management Unit Sets

FACULTY OF BUSINESS

Primary Major

Human Resource Management 8 Unit Major

MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy
MGB220	Business Research Methods
MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations
MGB339	Performance and Reward
MGB370	Personal and Professional Development

Second Area of Study

Human Resource Management 6 Unit Major

MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy
MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations
MGB339	Performance and Reward

Human Resource Management Extension (for Human Resource Management students)

MGB305	HRM Strategy and Policy
MGB314	Organisational Consulting and Change Plus any two of:
MGB225	Intercultural Communication and Negotiation Skills
MGB306	Independent Study
MGB309	Strategic Management
MGB338	Workplace Learning

HRM Minor (For non-HRM students)

Choose 1 of the following:

MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations

PLUS: Choose 3 of the following:

MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy
MGB339	Performance and Reward

International Business Unit Sets

Primary Major

International Business - 8 Unit Major

AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
AMB369	International Business Strategy

AYB227	International Accounting
EFB240	Finance for International Business
MGB225	Intercultural Communication and Negotiation Skills
MGB340	International Business in the Asia-pacific

Second Area of Study

International Business - 6 Unit Major

AMB204	Purchasing and Procurement
AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
MGB225	Intercultural Communication and Negotiation Skills
MGB340	International Business in the Asia-pacific

International Logistics - 6 Unit Major

AMB204	Purchasing and Procurement
AMB210	Importing and Exporting
AMB303	International Logistics
AMB336	International Marketing
MGB210	Managing Operations
MGB335	Project Management

International Logistics - Minor

AMB204	Purchasing and Procurement
AMB210	Importing and Exporting
AMB303	International Logistics
MGB210	Managing Operations

International Business - Minor (for non International Business students)

AMB210	Importing and Exporting
AMB336	International Marketing
MGB225	Intercultural Communication and Negotiation Skills
MGB340	International Business in the Asia-pacific

Management Unit Sets

Primary Major

Management - 8 Unit Major

MGB200	Leading Organisations
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
MGB225	Intercultural Communication and Negotiation Skills
MGB309	Strategic Management
MGB310	Sustainability in A Changing Environment
MGB324	Managing Business Growth
MGB335	Project Management

Second Area of Study

Management - 6 Unit Major

- MGB200 Leading Organisations
- MGB210 Managing Operations
- MGB223 Entrepreneurship and Innovation
- MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in A Changing Environment
- MGB309 Strategic Management

Management Extension (for Management Students)

- MGB201 Contemporary Employment Relations
- MGB331 Learning and Development in Organisations
Plus any two of:
- AMB252 Business Decision Making
- MGB306 Independent Study
- MGB338 Workplace Learning
- MGB370 Personal and Professional Development

Minor - Entrepreneurship

- MGB223 Entrepreneurship and Innovation
- MGB324 Managing Business Growth
Plus two of the following:
- MGB200 Leading Organisations
- MGB210 Managing Operations
- MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in A Changing Environment

Minor - Management (for non-Management students)

- MGB309 Strategic Management
Plus three of the following:
- MGB200 Leading Organisations
- MGB210 Managing Operations
- MGB223 Entrepreneurship and Innovation
- MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in A Changing Environment

Public Relations Unit Sets

Primary Major

Public Relations - 8 Unit Major

- AMB201 Marketing and Audience Research
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB374 Global Public Relations Cases
- AMB375 Public Relations Management

- AMB379 Public Relations Campaigns

Second Area of Study

Public Relations - 6 Unit Major

- AMB201 Marketing and Audience Research
- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB373 Corporate Communication
- AMB374 Global Public Relations Cases

Public Relations Minor (for non Public Relations students)

- AMB263 Introduction To Public Relations
- AMB264 Public Relations Techniques
- AMB372 Public Relations Planning
- AMB374 Global Public Relations Cases

Marketing Unit Sets

Primary Major

Marketing - 8 Unit Major

- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management
- AMB335 E-marketing Strategies
- AMB336 International Marketing
- AMB340 Services Marketing
- AMB359 Strategic Marketing

Second Area of Study

Marketing - 6 Unit Major

- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management
- AMB336 International Marketing
- AMB340 Services Marketing

Marketing - Extension

Choose 4 from:

- AMB206 Social Marketing
- AMB251 Innovation and Brand Management
- AMB252 Business Decision Making
- AMB303 International Logistics
- AMB310 Internship
- AMB350 Sales and Customer Relationship Management

Marketing - Minor

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management

Sales - Minor

AMB331	Direct Marketing
AMB249	Professional Selling
AMB350	Sales and Customer Relationship Management
MGB225	Intercultural Communication and Negotiation Skills

Tourism and Entertainment Marketing Minor

AMB207	Entertainment Marketing
AMB209	Tourism Marketing
AMB208	Events Marketing
AMB264	Public Relations Techniques

Full-time Semester 1 Entry - Accountancy (with Professional Accounting Extension)

Year 1, Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB123	Data Analysis
BSB124	Working in Business

Year 1, Semester 2

BSB119	Global Business
AYB200	Financial Accounting
AYB219	Taxation Law
AYB221	Computerised Accounting Systems
AYB225	Management Accounting

Year 1, Semester 3 (Summer)

AYB300	Accountancy Work Integrated Learning
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Year 2, Semester 1

AYB340	Company Accounting
AYB321	Strategic Management Accounting
AYB230	Corporations Law
	Professional Accounting unit (either AYB227 or AYB320 or AYB240) OR BSB115
EFB210	Finance 1

Year 2, Semester 2

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues
AYB339	Accountancy Capstone
	Professional Accounting unit (either AYB320 or AYB250) OR BSB115
BSB126	Marketing

Year 2, Semester 3 (Summer)

Special Program
Special Program

Professional Accountancy Extension

To complete the Professional Accounting extension student must select one of the following:

AYB227	International Accounting
AYB240	Superannuation Regulation and Practice
AYB250	Personal Financial Planning
AYB320	Advanced Taxation Law

Important Information

Please note: Check unit availability when selecting Second Area of Study units.

Students must complete all 8 Faculty Core Units (BSBxxx)

Full-time Semester 1 Entry - Accountancy

Year 1, Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB123	Data Analysis
BSB124	Working in Business

Year 1, Semester 2

BSB115	Management
AYB200	Financial Accounting
AYB219	Taxation Law
AYB221	Computerised Accounting Systems
AYB225	Management Accounting

Year 1, Semester 3 (Summer)

AYB300	Accountancy Work Integrated Learning
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Year 2, Semester 1

AYB340	Company Accounting
BSB119	Global Business
	Second Area of Study Unit
	Second Area of Study Unit
	Second Area of Study Unit

Year 2, Semester 2

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues
AYB339	Accountancy Capstone
BSB126	Marketing
	Second Area of Study Unit

Year 2, Semester 3 (Summer)

Special Program

Special Program

Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Accountancy) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Advertising

Year 1, Semester 1

BSB110 Accounting
 BSB123 Data Analysis
 BSB124 Working in Business
 BSB126 Marketing
 AMB220 Advertising Theory and Practice

Year 1, Semester 2

AMB318 Advertising Copywriting
 AMB319 Media Planning
 AMB201 Marketing and Audience Research
 AMB200 Consumer Behaviour
 BSB115 Management

Year 1, Semester 3 (Summer)

BSB200 Project

Year 2, Semester 1

AMB320 Advertising Management
 AMB330 Advertising Planning Portfolio
 BSB119 Global Business
 Second Area of Study unit
 Second Area of Study unit

Year 2, Semester 2

AMB339 Advertising Campaigns
 BSB111 Business Law and Ethics
 BSB113 Economics
 Second Area of Study unit
 Second Area of Study unit

Year 2, Semester 3 (Summer)

Special Program
 Special Program

Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Advertising) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Economics

Year 1, Semester 1

BSB110 Accounting
 BSB113 Economics
 BSB124 Working in Business
 BSB123 Data Analysis
 BSB111 Business Law and Ethics

Year 1, Semester 2

BSB126 Marketing
 BSB115 Management
 EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2
 Second Area of Study unit

Year 1, Semester 3 (Summer)

BSB200 Project

Year 2, Semester 1

BSB119 Global Business
 EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics
 Economics Option unit
 Second Area of Study unit

Year 2, Semester 2

EFB338 Contemporary Application of Economic Theory
 Economics Option unit
 Economics Option unit
 Second Area of Study unit
 Second Area of Study unit

Year 2, Semester 3 (Summer)

Special Program
 Special Program

Economics Options List

Student must choose 3 units from the following:

EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics
 EFB337 Game Theory and Applications

Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Economics) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Finance

Year 1, Semester 1

BSB110 Accounting

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BSB113	Economics
BSB124	Working in Business
BSB123	Data Analysis
BSB111	Business Law and Ethics

Year 1, Semester 2

BSB115	Management
EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance
EFB201	Financial Markets
	Second Area of Study Unit

Year 1, Semester 3 (Summer)

BSB200	Project
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Year 2, Semester 1

BSB119	Global Business
EFB223	Economics 2
EFB312	International Finance
EFB307	Finance 2
	Second Area of Study Unit

Year 2, Semester 2

EFB335	Investments
EFB340	Finance Capstone
BSB126	Marketing
	Second Area of Study Unit
	Second Area of Study Unit

Year 2, Semester 3 (Summer)

Special Program
Special Program

Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Finance) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Human Resources Management

Year 1, Semester 1

BSB113	Economics
BSB115	Management
BSB124	Working in Business
BSB111	Business Law and Ethics
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB123	Data Analysis

MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
MGB207	Human Resource Issues and Strategy

Year 1, Semester 3 (Summer)

BSB200	Project
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Year 2, Semester 1

BSB119	Global Business
MGB220	Business Research Methods
MGB339	Performance and Reward
MGB331	Learning and Development in Organisations
	Second Area of Study unit

Year 2, Semester 2

MGB320	Recruitment and Selection
MGB370	Personal and Professional Development
	Second Area of Study unit
	Second Area of Study unit
	Second Area of Study unit

Year 2, Semester 3 (Summer)

Special Program
Special Program

Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Human Resource Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - International Business

Year 1, Semester 1

BSB113	Economics
BSB124	Working in Business
BSB119	Global Business
BSB115	Management
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB123	Data Analysis
AMB210	Importing and Exporting
EFB240	Finance for International Business
MGB225	Intercultural Communication and Negotiation Skills

Year 1, Semester 3 (Summer)

BSB200	Project
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Year 2, Semester 1

AMB303	International Logistics
AMB336	International Marketing

AYB227 International Accounting
Second Area of Study
Second Area of Study

Second Area of Study unit

Year 2, Semester 2

BSB111 Business Law and Ethics
AMB369 International Business Strategy
MGB340 International Business in the Asia-pacific
Second Area of Study
Second Area of Study

Year 2, Semester 3 (Summer)

Special Program
Special Program

Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Management) Unit Sets. Check unit availability when selecting Second Area of Study units.

Year 2, Semester 3 (Summer)

Special Program
Special Program

Important Information

Please note; List of Second Area of Study can be viewed under BS07 (International Business) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Management

Year 1, Semester 1

BSB111 Business Law and Ethics
BSB115 Management
BSB119 Global Business
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 1

BSB110 Accounting
BSB115 Management
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Year 1, Semester 2

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
BSB111 Business Law and Ethics

Year 1, Semester 3 (Summer)

BSB200 Project

Year 1, Semester 2

BSB110 Accounting
BSB113 Economics
MGB200 Leading Organisations
MGB223 Entrepreneurship and Innovation
Second Area of Study unit

Year 2, Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing
BSB119 Global Business
Second Area of Study unit
Second Area of Study unit

Year 1, Semester 3 (Summer)

BSB200 Project

Year 2, Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing
BSB111 Business Law and Ethics
Second Area of Study unit
Second Area of Study unit

Year 2, Semester 1

MGB210 Managing Operations
MGB225 Intercultural Communication and Negotiation Skills
MGB309 Strategic Management
MGB324 Managing Business Growth
BSB123 Data Analysis

Year 2, Semester 3 (Summer)

Special Program
Special Program

Year 2, Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management
Second Area of Study unit
Second Area of Study unit

Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Marketing) Unit Sets. Check unit availability when selecting Second Area of Study units.

Full-time Semester 1 Entry - Public Relations

Year 1, Semester 1

BSB124 Working in Business
 BSB123 Data Analysis
 BSB126 Marketing
 AMB263 Introduction To Public Relations
 AMB264 Public Relations Techniques

Year 1, Semester 2

BSB115 Management
 BSB113 Economics
 BSB110 Accounting
 AMB201 Marketing and Audience Research
 AMB372 Public Relations Planning

Year 1, Semester 3 (Summer)

BSB200 Project

Year 2, Semester 1

AMB373 Corporate Communication
 AMB374 Global Public Relations Cases
 BSB119 Global Business
 Second Area of Study unit
 Second Area of Study unit

Year 2, Semester 2

AMB375 Public Relations Management
 AMB379 Public Relations Campaigns
 BSB111 Business Law and Ethics
 Second Area of Study unit
 Second Area of Study unit

Year 2, Semester 3 (Summer)

Special Program
 Special Program

Important Information

Please note: List of Second Area of Study can be viewed under BS07 (Public Relations) Unit Sets. Check unit availability when selecting Second Area of Study units.

Potential Careers:

Account Executive, Accountant, Administrator, Advertising Professional, Banking and Finance Professional, Business Analyst, Business Development Officer, Commercialisation Officer, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Investment Manager, Manager, Market Research Manager, Marketing Officer/Manager, Project Developer, Project Manager, Public Relations Officer/Consultant, Statistician, Stockbroker.

Master of Business (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

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Our Master of Business suite of programs are designed to give you deep specialist knowledge in particular fields of business. Some majors also satisfy the requirements for professional recognition.

The innovative structure and curriculum of our programs is unique in Australia and allows students greater choice and flexibility when designing their course. Content is continually revised to keep abreast of industry requirements and the course includes core subject areas essential to employers.

Our real world connection also includes an Advisory Committee, a group of industry professionals who combine with our senior academic staff to provide input into our curriculum and general strategic direction including a number of international members to ensure a strong global perspective.

This practical nature of our courses means part-time students can apply the concepts they are learning in the classroom directly to their workplace. Full-time students re-enter the job market armed with the latest in global management techniques.

Unique city location

Brisbane Graduate School of Business is situated at QUT's Gardens Point campus, the only university to offer the convenience of a fully serviced campus within the Brisbane central business district. We offer some of the best, dedicated graduate school facilities in the country.

Our technology support services enable you to organise your enrolment and timetable online, download class notes and access electronic references from home, office or on-campus computer labs.

Global perspectives

Our students operate in the global marketplace, so we ensure they are exposed to the international environment as much as possible.

Most of our teaching staff have international origins, education, teaching, work experience or research

experience. Diverse interests, experiences and expertise create a rich learning and research environment.

Local and international guest lecturers also bring real-world experience to lecture content and their stories provide entertaining and contemporary practical examples.

We also offer the opportunity to study overseas with one of our international exchange partners through a comprehensive student exchange program.

Learning enrichment

We strive to educate current and future executives by helping you to become creative and strategic thinkers. We encourage you to take advantage of our extra-curricular activities such as peer interaction, group discussions and debates to enhance your communication skills and self-confidence.

Brisbane Executive Club is an associated organisation made up of current and past students and is recognised chapter of QUT Alumni. Its main aim is to provide a link between students, alumni and the wider business community by facilitating professional development opportunities and local and international social and business networking.

Our Fostering Executive Women alumni group nurtures the business and entrepreneurial spirit of QUT women business graduates, by providing opportunities to network, do business, and to develop personally and professionally in a positive environment.

Course design

The Master of Business programs are available in 10 different disciplinary fields. Each discipline area within consists of 144 credit points of study comprising of core and elective units. For those new to the discipline there are 48 credit points of introductory units to develop an appropriate level of foundation knowledge. If you have an appropriate undergraduate degree you may be entitled to receive advanced standing for the introductory units.

The programs consist of two components, the Foundation Studies Component (Part A) and the Discipline component (Part B). The Foundation Studies component provides you with an introduction to your chosen discipline, along with other introductory business studies. Part B units provide discipline-based knowledge in your chosen major. Some majors give you options to customise your study through elective choices or the inclusion of project work.

Further coursework studies are available in majors where professional recognition requirements dictate the content of the Masters program. This option gives students more flexibility to choose units of most interest to them. The choice of a minor in another business discipline allows students to diversify their knowledge through a complementary or alternative business area.

Complementary business minor

Further coursework studies are available in majors where professional recognition requirements dictate the content of the Masters program, so this option gives you more flexibility to choose units of most interest. The choice of a minor in another business discipline allows you to diversify your knowledge through a complementary or alternative business area.

Optional study

An optional 48 credit points of additional study is available in the Master of Business - Advanced program. This allows you to extend your studies to suit your career interests. The additional 48 credit points may include research studies, advanced coursework studies in your chosen discipline, or the choice of a minor in another business discipline. We encourage you to consult with your subject area coordinator as early as possible in your studies to determine the best way to meet your needs.

Entry requirements (domestic and international students)

For all majors except Accounting, entry requirements are an undergraduate degree with an overall minimum grade point average of 4.0 (on a 7-point scale). Students entering the Accounting major must have an appropriate degree in accountancy.

Other cognate degrees: Communications courses will be considered for Advertising and Public Relations, and Journalism courses will be considered for Public Relations. Applications based on other cognate degrees will be assessed on a case-by-case basis and will be determined by the extent of studies in the relevant area.

English language requirements (international students)

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

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

Pathways programs

Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Integrated Marketing Communication, International Business, Marketing and Public Relations.

Advanced standing

Students may be granted advanced standing for up to 48 credit points for prior academic studies where the completed degree major directly relates to the discipline area you are studying. Advanced standing will relate only to the general business component or introductory studies in the discipline area and is not available for advanced units. Advanced standing may be granted only if the relevant undergraduate degree was completed within five years from the commencement of the masters.

Students applying for admission to the Master of Business (BS16) or Master of Business Advanced (BS17) may be able to gain exemptions of 48 credit points based on prior undergraduate studies in business.

If you have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area in which you are studying, you may be eligible for exemptions up to a maximum of 48 credit points. Approved exemptions will apply to introductory studies or elective components in the discipline area you are studying and are not available for specified advanced units.

Early exit options

Students may exit from the Master of Business (BS16) at the following stages, once those particular course requirements have been met:

- Graduate Diploma of Business (BS79) (Study Area A)
- Graduate Certificate in Business (BS39) (Study Area A)

Block exemption

Exemptions for undergraduate studies may be granted only on the basis of a Business-related or specifically identified relevant degree (i.e. not based on individual subjects) completed within the past five years. No exemptions will be granted for non-Business related degrees, even if some business subjects may have been completed as part of the course.

New applicants may apply for the exemptions under Section 7 of the Application for Postgraduate Coursework Admission (PG form). Students who completed their undergraduate business degree at QUT do not need to supply additional documentation. Students who completed their undergraduate degree elsewhere must also submit an Application for Advanced Standing (AS form), together with original or certified copies of their final undergraduate transcripts confirming course completion.

University deadlines apply (<http://www.studentservices.qut.edu.au/info/dates/key/>)

Recommended Electives Units offered by the Faculty of Business (for continuing students only)

Advertising

AMN401	Integrated Marketing Communication
AMN420	Advertising Management
AMN400	Consumer Behaviour
AMN421	Contemporary Issues in Advertising

FACULTY OF BUSINESS

AMN422 Media Strategy
AMN423 Strategies for Creative Advertising

Economics and Finance

EFN405 Managerial Economics
EFN406 Managerial Finance
EFN412 Advanced Managerial Finance
EFN414 International Finance
EFN415 Security Analysis
EFN416 Treasury and Portfolio Management

Human Resource Management

MGN410 Employment Relations
MGN412 People in Organisations
MGN506 Contemporary Issues in Human Resource Management

Integrated Marketing Communication

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN404 Readings in Integrated Marketing Communication
AMN405 Cases in Integrated Marketing Communication
AMN420 Advertising Management
AMN442 Marketing Management
AMN465 Public Relations Management

International Business

MGN447 Managing in a Globalised Economy
AMN430 International Logistics Management
AMN431 Marketing Internationally
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Marketing

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN402 Events Marketing and Management
AMN403 Marketing and Survey Research
AMN442 Marketing Management
AMN443 Product and Service Innovation
AMN444 Services Marketing
AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing

Public Relations

AMN460 Corporate and Investor Relations
AMN461 Corporate Media Strategy and Tactics
AMN462 Community Consultation and Engagement
AMN465 Public Relations Management

AMN467 Public Relations Campaigns
AMN468 Issues and Crisis Management

Complementary studies list

Complementary studies list

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN403 Marketing and Survey Research
AMN420 Advertising Management
AMN422 Media Strategy
AMN423 Strategies for Creative Advertising
AMN430 International Logistics Management
AMN431 Marketing Internationally
AMN442 Marketing Management
AMN443 Product and Service Innovation
AMN447 Contemporary Issues in Marketing
AMN460 Corporate and Investor Relations
AMN461 Corporate Media Strategy and Tactics
AMN462 Community Consultation and Engagement
AMN465 Public Relations Management
AMN468 Issues and Crisis Management
AYN414 Cost and Management Accounting
AYN416 Financial Accounting 1
AYN424 International Accounting
AYN456 Business and Corporations Law
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology
EFN422 Economics and Data Analysis
EFN405 Managerial Economics
EFN406 Managerial Finance
EFN419 Data Analysis
EFN420 Introduction To Financial Management
EFN421 Financial Planning and Strategies
EFN422 Economics and Data Analysis
GSN224 Corporate Philanthropy
GSN233 Special Topic in Philanthropy and Nonprofit Studies
MGN409 Introduction to Management
MGN410 Employment Relations
MGN412 People in Organisations
MGN440 Designing Effective and Sustainable Organisations
MGN442 Self Leadership
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

MGN447 Managing in a Globalised Economy

MGN448 Negotiating Across Borders

NOTE:

For Continuing Students only: please note
Foundation list is now replaced by
Complementary Studies list.

Master of Business (Accounting) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Stuart Tooley

Campus: Gardens Point

Overview

This course provides advanced-level studies for students with an appropriate accountancy degree.

The Master of Business (Accounting) is designed for students who are working or aspire to work in public practice, government or the private sector and who already hold an appropriate accountancy degree. The course has a flexible structure which enables you to construct a program that extends your real-world accountancy knowledge and obtain the skill set that best suits your career aspirations. The discipline studies provide you with an unbeatable mix of the theory and practice required to successfully operate in the accounting profession.

Core concepts and knowledge, problem-solving skills and critical and analytical thinking are developed throughout the entire course.

Course Design

Students are required to complete 144 credit points of units. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in

their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBus(Acc)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Professional recognition

Certain units may assist with preparation for the professional programs offered by CPA Australia; the Association of Chartered Certified Accountants; the Institute of Chartered Accountants in Australia; the National Institute of Accountants as part of their respective membership requirements; and for the Chartered Financial Analysts program.

Entry requirements (domestic and international students)

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

English language requirements (international students)

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: Student Services

Articulation

Students who have articulated from the Graduate Certificate in Business Accounting may receive exemptions for up to 48 credit points. Students may articulate to the Master of Business Accounting Advanced program and receive up to 144 credit point of exemptions.

Career outcomes

Accountancy is a great platform for a dynamic and exciting business career. Accountants work in a diversity of areas—in commerce, local, national and international firms, government organisations, law firms, banks, merchant banks, stockbrokers, charitable organisations, hospitals and churches, film, television and media or they run their own business. A career in accounting can lead to more strategic and leadership roles such as general manager, chief financial officer and chief executive officer.

Accounting Unit Set (ACP)

BS16 Master of Business (Accounting) compulsory units:

AYN417	Financial Accounting 2
AYN418	Financial Accounting 3
AYN520	Integrated Issues in Professional Practice

Elective units - select nine units from the following list:

AYN411	Audit and Assurance
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AYN415	External Reporting Issues	AYN426	International Capital Markets Law and Regulation
AYN424	International Accounting	AYN433	Research Topics in Accounting
AYN426	International Capital Markets Law and Regulation	AYN442	Superannuation and Wealth Management
AYN433	Research Topics in Accounting	AYN453	Financial Forensics and Business Intelligence
AYN438	Taxation Law and Practice	AYN506	Strategic Management Accounting
AYN442	Superannuation and Wealth Management	BSN404	Project 1
AYN453	Financial Forensics and Business Intelligence	BSN405	Project 2
AYN454	Forensic Accounting and Investigation	BSN406	Project 3
AYN460	Accountancy Work Placement	BSN412	Qualitative Research and Analytical Techniques
AYN461	Accountancy Work Integrated Learning	BSN414	Quantitative Research Methods
AYN505	Financial Analysis and Business Valuation	BSN502	Research Methodology
AYN506	Strategic Management Accounting		NOTE: An opportunity exists for eligible students to learn through work-related experiences:
AYN507	Governance Issues in Accounting	AYN460	Accountancy Work Placement
BSN404	Project 1	AYN461	Accountancy Work Integrated Learning
BSN405	Project 2		Admission to these units is by application and subsequent approval by the Unit Coordinator.
BSN406	Project 3		For BSN404, BSN405 and BSN406 units: Enrolment in these units requires the prior approval of the Subject Area Coordinator.
BSN412	Qualitative Research and Analytical Techniques		For AYN433, BSN412, BSN414 and BSN502: Students who are considering future study towards a research Masters or PhD should complete AYN433, BSN502 & at least one of BSN412 or BSN414. Please contact the School of Accountancy Research Students Co-ordinator for more information.
BSN414	Quantitative Research Methods		
BSN502	Research Methodology		

Note: Students wishing to enrol in a 48 credit point Dissertation must complete units AYN433, BSN502, and either BSN412 and/or BSN414 prior to enrolment in the Dissertation.

Note: Students who are considering future study towards a Research Masters or PhD should complete BSN502, AYN433 and at least one of BSN412 or BSN414. Please contact the School of Accountancy Research Students Coordinator for more information.

Potential Careers:

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

Accounting Unit Set (ACP) (For Continuing Students only)

Part A - Compulsory Units (48 credit points):

AYN412	Company Law
AYN418	Financial Accounting 3
AYN438	Taxation Law and Practice
	One elective unit as approved by the Subject Area Coordinator

Part B - Accounting Area Studies (96 credit points)

AYN424	International Accounting
AYN454	Forensic Accounting and Investigation
AYN505	Financial Analysis and Business Valuation
AYN507	Governance Issues in Accounting
	Plus four relevant postgraduate units approved by the Subject Area Coordinator consisting of:
AYN520	Integrated Issues in Professional Practice
	Plus 36 credit points from:
AYN411	Audit and Assurance
AYN415	External Reporting Issues

Master of Business (Applied Finance) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Peter Whelan

Campus: Gardens Point

Overview

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

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

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

The course also extends your knowledge if you are a graduate from a professional association such as FINSIA and may assist with preparation for the Chartered Financial Analysts (CFA) program.

The Master of Business (Applied Finance) is fully compliant under ASIC's RG146 training standard, which allows graduates to give financial product advice to retail clients. For specific information, please refer to ASIC's RG146 document and RG146 register.

Course design

Students are required to complete 144 credit points of units. Students should follow the standard course progressions as outlined in the below course structures. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBus(AppFin)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Professional recognition

Graduate will meet the academic component of requirements for Senior Associate membership of the Financial Services Institute of Australia, and are entitled to full ASIC RG146 Tier 1 accreditation to provide financial product advice. Graduates may also meet the academic component of the requirements for the professional level membership of the Finance and Treasury Association Limited-Certified Finance and Treasury Professional, depending on prior study and elective chosen.

Entry requirements (domestic and international students)

An undergraduate degree or equivalent in any field other than Finance, with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale). Applicants interested in the Applied Finance specialisation who have an undergraduate degree in Finance should contact the Graduate School of Business to determine whether an advanced Applied Finance program can be devised.

English language requirements

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: <http://www.studentservices.qut.edu.au/apply/internat/english.jsp>

Pathways programs (international students)

Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, Integrated Marketing Communication, International Business, Marketing and Public Relations.

Articulation

Students who have articulated from the Graduate Certificate in Business Applied Finance may receive exemptions for up to 48 credit points. Students may articulate to the Master of Business Applied Finance Advanced program and receive up to 144 credit point of exemptions.

Applied Finance Unit Set (AFP)

Master of Business Applied Finance Compulsory Units

AYN456	Business and Corporations Law
EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
EFN412	Advanced Managerial Finance
EFN415	Security Analysis

Plus 6 units from:

EFN410	Economic and Financial Modelling
EFN414	International Finance
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
EFN501	Corporate and Commercial Lending
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
BSN404	Project 1
	Faculty of Business Postgraduate Option Units (maximum of 24 credit points)

Full Time, Semester 1 Entry

Year 1, Semester 1

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

Year 1, Semester 2

EFN412	Advanced Managerial Finance
EFN415	Security Analysis

plus 2 units from:

EFN414	International Finance
EFN421	Financial Planning and Strategies
	Faculty of Business Postgraduate Option Unit

Year 2, Semester 1

4 Units from:

EFN410	Economic and Financial Modelling
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
EFN501	Corporate and Commercial Lending
EFN505	Financial Risk Management
BSN404	Project 1
	Faculty of Business Postgraduate Option Unit

Full Time, Semester 2 Entry

Year 1, Semester 2

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

Year 2, Semester 1

EFN412	Advanced Managerial Finance
EFN415	Security Analysis
	plus 2 units from:
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
	Faculty of Business Postgraduate Option Unit

Year 2, Semester 2

Four units from:

EFN410	Economic and Financial Modelling
EFN414	International Finance
EFN421	Financial Planning and Strategies
EFN507	Advanced Capital Budgeting
EFN505	Financial Risk Management
BSN404	Project 1
	Faculty of Business Postgraduate Option Unit

Applied Finance Unit Set (AFP) (for continuing students only)

Part A - Compulsory Units (48 credit points):

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

Part B - Applied Finance Studies (96 credit points)

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EFN412	Advanced Managerial Finance
EFN415	Security Analysis
	Plus six units from the following:
EFN410	Economic and Financial Modelling
EFN414	International Finance
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
EFN501	Corporate and Commercial Lending
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
BSN404	Project 1
	OR Elective Units (maximum of 2)

Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

Year 1, Semester 2

EFN412	Advanced Managerial Finance
EFN415	Security Analysis
	plus two units from:
EFN414	International Finance
EFN421	Financial Planning and Strategies
BSN404	Project 1
	Elective

Year 2, Semester 1

four units from:

EFN410	Economic and Financial Modelling
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
EFN501	Corporate and Commercial Lending
EFN505	Financial Risk Management
BSN404	Project 1
	Elective

Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

Year 2, Semester 1

EFN412	Advanced Managerial Finance
EFN415	Security Analysis
	Plus two units from:
EFN410	Economic and Financial Modelling
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
BSN404	Project 1
	Elective

Year 2, Semester 2

four units from:

EFN410	Economic and Financial Modelling
EFN414	International Finance
EFN421	Financial Planning and Strategies
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
BSN404	Project 1
	Elective

Part Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

EFN405	Managerial Economics
EFN406	Managerial Finance

Year 1, Semester 2

EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

Year 2, Semester 1

EFN412	Advanced Managerial Finance
EFN415	Security Analysis

Year 2, Semester 2

Two units from Part B Applied Finance list

Year 3, Semester 1

Two units from Part B Applied Finance list

Year 3, Semester 2

Two units from Part B Applied Finance list

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

EFN405	Managerial Economics
EFN406	Managerial Finance

Year 2, Semester 1

EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

Year 2, Semester 2

EFN412 Advanced Managerial Finance

EFN415 Security Analysis

Year 3, Semester 1

Two units from Part B Applied Finance List

Year 3, Semester 2

Two units from Part B Applied Finance List

Year 4, Semester 1

Two units from Part B Applied Finance List

Potential Careers:

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

Master of Business (Human Resource Management) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Dr Bob Thompson

Campus: Gardens Point

Overview

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

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

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

Course design

Students are required to complete 144 credit points of units. Important note: to ensure that the program builds on your prior academic and work experience and is consistent with your planned professional development, each participant in the HRM major should have a program plan. To obtain or renegotiate your plan, please consult with the subject area coordinator.

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight 96 credit points, where a minimum of 72 credit points units are within the same discipline area, approved by the Course Coordinator.

Abbreviation

MBus(HRM)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

An undergraduate degree or equivalent with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: <http://www.studentservices.qut.edu.au/apply/internat/english.jsp>

Articulation

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

Further information

To ensure students are provided with a selection of units that best suits their prior knowledge and experience, HRM students must contact Narelle Prior on 3138 6701 or email n.prior@qut.edu.au

Human Resource Management Unit Set (HRP)

HRM Unit Set

MGN409	Introduction to Management
MGN410	Employment Relations
MGN412	People in Organisations
MGN440	Designing Effective and Sustainable Organisations
	Eight units from:
MGN421	Strategic HRM
MGN423	Contemporary Strategic Analysis
MGN431	Strategic Human Resource Development
MGN433	Managing High-Performance Organisations
MGN441	Leadership and Executive Coaching
MGN442	Self Leadership
MGN443	Talent Management
MGN505	Consulting and Change Management
MGN506	Contemporary Issues in Human Resource Management
MGN509	HRM Project 1

Full-time, Semester 1 Entry

Year 1, Semester 1

- MGN409 Introduction to Management
- MGN412 People in Organisations
- MGN440 Designing Effective and Sustainable Organisations
Plus 1 unit from Part B Human Resource Management list

Year 1, Semester 2

- MGN506 Contemporary Issues in Human Resource Management
- MGN410 Employment Relations
Plus 2 units from Part B Human Resource Management list

Year 2, Semester 1

- MGN421 Strategic HRM
Plus 3 units from Part B Human Resource Management list

Full-time, Semester 2 Entry

Year 1, Semester 2

- MGN409 Introduction to Management
- MGN410 Employment Relations
- MGN440 Designing Effective and Sustainable Organisations
Plus 1 unit from Part B Human Resource Management list

Year 2, Semester 1

- MGN506 Contemporary Issues in Human Resource Management
- MGN412 People in Organisations
Plus 2 units from Part B Human Resource Management list

Year 2, Semester 2

- MGN421 Strategic HRM
Plus 3 units from Part B Human Resource Management list

Part-time, Semester 1 Entry

Year 1, Semester 1

- MGN409 Introduction to Management
- MGN412 People in Organisations

Year 1, Semester 2

- MGN410 Employment Relations
- MGN440 Designing Effective and Sustainable Organisations

Year 2, Semester 1

- MGN506 Contemporary Issues in Human Resource Management
One unit from Part B Human Resource

Management list

Year 2, Semester 2

Two units from Part B Human Resource Management list

Year 3, Semester 1

Two units from Part B Human Resource Management list

Year 3, Semester 2

- MGN421 Strategic HRM
One unit from Part B Human Resource Management list

Part-time, Semester 2 Entry

Year 1, Semester 2

- MGN409 Introduction to Management
- MGN410 Employment Relations

Year 2, Semester 1

- MGN412 People in Organisations
- MGN440 Designing Effective and Sustainable Organisations

Year 2, Semester 2

- MGN506 Contemporary Issues in Human Resource Management
One unit from Part B Human Resource Management list

Year 3, Semester 1

Two units from Part B Human Resource Management list

Year 3, Semester 2

Two units from Part B Human Resource Management list

Year 4, Semester 1

- MGN421 Strategic HRM
One unit from Part B Human Resource Management list

Human Resource Management Unit Set (HRP) (for continuing students only)

Part A - Compulsory Units (48 credit points):

- MGN409 Introduction to Management
- MGN410 Employment Relations
- MGN412 People in Organisations
- MGN440 Designing Effective and Sustainable Organisations

Part B - HRM Area Studies (96 credit points)

- Eight units from:
- MGN421 Strategic HRM

MGN423	Contemporary Strategic Analysis
MGN431	Strategic Human Resource Development
MGN433	Managing High-Performance Organisations
MGN441	Leadership and Executive Coaching
MGN442	Self Leadership
MGN443	Talent Management
MGN505	Consulting and Change Management
MGN506	Contemporary Issues in Human Resource Management
MGN509	HRM Project 1
MGN528	Special Topic in Human Resource Management 1

Full Time, Semester 1 Entry (for continuing students)

Year 1, Semester 1

MGN409	Introduction to Management
MGN412	People in Organisations
MGN440	Designing Effective and Sustainable Organisations
	Plus 1 unit from Part B Human Resource Management list

Year 1, Semester 2

MGN506	Contemporary Issues in Human Resource Management
MGN410	Employment Relations
	Plus 2 units from Part B Human Resource Management list

Year 2, Semester 1

MGN421	Strategic HRM
	Plus 3 units from Part B Human Resource Management list

Full Time, Semester 2 Entry (for continuing students)

Year 1, Semester 2

MGN409	Introduction to Management
MGN410	Employment Relations
MGN440	Designing Effective and Sustainable Organisations
	Plus 1 unit from Part B Human Resource Management list

Year 2, Semester 1

MGN506	Contemporary Issues in Human Resource Management
MGN412	People in Organisations
	Plus 2 units from Part B Human Resource Management list

Year 2, Semester 2

MGN421	Strategic HRM
	Plus 3 units from Part B Human Resource Management list

Part Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

MGN409	Introduction to Management
MGN412	People in Organisations

Year 1, Semester 2

MGN410	Employment Relations
MGN440	Designing Effective and Sustainable Organisations

Year 2, Semester 1

MGN506	Contemporary Issues in Human Resource Management
	One unit from Part B Human Resource Management list

Year 2, Semester 2

Two units from Part B Human Resource Management list

Year 3, Semester 1

Two units from Part B Human Resource Management list

Year 3, Semester 2

MGN421	Strategic HRM
	One unit from Part B Human Resource Management list

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

MGN409	Introduction to Management
MGN410	Employment Relations

Year 2, Semester 1

MGN412	People in Organisations
MGN440	Designing Effective and Sustainable Organisations

Year 2, Semester 2

MGN506	Contemporary Issues in Human Resource Management
	One unit from Part B Human Resource Management list

Year 3, Semester 1

Two units from Part B Human Resource Management list

Year 3, Semester 2

Two units from Part B Human Resource Management list

Year 4, Semester 1

MGN421 Strategic HRM

One unit from Part B Human Resource
Management list

Potential Careers:

Human Resource Developer, Human Resource Manager.

Master of Business (Integrated Marketing Communication) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

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

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

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

Why choose this course?

Many graduates begin in consultancies as account executives or in government or private sector organisations performing a variety of roles from publicity through to events management and product launches. You then have the opportunity to progress to senior consultant or be part of the senior management team within organisations as part of the strategic planning process. IMC graduates have the opportunity to take a new qualification into the marketplace.

Course design

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

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a

Graduate Diploma in Business, may do so after they have successfully completed eight 96 credit points, where a minimum of 72 credit points are within the same discipline area, approved by the Course Coordinator.

Abbreviation

MBus(IMC)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

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

English language requirements

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: <http://www.studentservices.qut.edu.au/apply/internat/english.jsp>

Pathways programs (international students)

Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, Integrated Marketing Communication, International Business, Marketing and Public Relations.

Articulation

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

Integrated Marketing Communication Unit Set (IMP)

Integrated Marketing Communication Unit Set

AMN465 Public Relations Management

AMN420 Advertising Management

OR null

AMN442 Marketing Management

PLUS 24 credit points from the Complementary Studies list below:

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN403	Marketing and Survey Research
AMN404	Readings in Integrated Marketing Communication
AMN405	Cases in Integrated Marketing Communication
AMN406	Project
AMN420	Advertising Management
OR	null
AMN442	Marketing Management

Full-time, Semester 1 Entry

Year 1, Semester 1

AMN442	Marketing Management
AMN420	Advertising Management
AMN401	Integrated Marketing Communication
AMN400	Consumer Behaviour

Year 1, Semester 2

AMN403	Marketing and Survey Research
AMN404	Readings in Integrated Marketing Communication
AMN465	Public Relations Management
	One unit from Complementary Studies List

Year 2, Semester 1

AMN405	Cases in Integrated Marketing Communication
AMN406	Project
	One unit from Complementary Studies List

Full-time, Semester 2 Entry

Year 1, Semester 2

AMN442	Marketing Management
AMN420	Advertising Management
AMN401	Integrated Marketing Communication
AMN400	Consumer Behaviour

Year 2, Semester 1

AMN403	Marketing and Survey Research
AMN404	Readings in Integrated Marketing Communication
AMN465	Public Relations Management
	One unit from Complementary Studies List

Year 2, Semester 2

AMN405	Cases in Integrated Marketing Communication
AMN406	Project
	One unit from Complementary Studies List

Part-time, Semester 1 Entry

Year 1, Semester 1

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication

Year 1, Semester 2

AMN442	Marketing Management
AMN420	Advertising Management

Year 2, Semester 1

AMN403	Marketing and Survey Research
	One unit from Complementary Studies List

Year 2, Semester 2

AMN404	Readings in Integrated Marketing Communication
	One unit from Complementary Studies List

Year 3, Semester 1

AMN465	Public Relations Management
AMN405	Cases in Integrated Marketing Communication

Year 3, Semester 2

AMN406	Project
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Part-time, Semester 2 Entry

Year 1, Semester 2

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication

Year 2, Semester 1

AMN442	Marketing Management
AMN420	Advertising Management

Year 2, Semester 2

AMN403	Marketing and Survey Research
	One unit from Complementary Studies List

Year 3, Semester 1

AMN404	Readings in Integrated Marketing Communication
	One unit from Complementary Studies List

Year 3, Semester 2

AMN465	Public Relations Management
AMN405	Cases in Integrated Marketing Communication

Year 4, Semester 1

AMN406	Project
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Integrated Marketing Communication Unit Set (IMP) (for continuing students only)

Part A - Compulsory Units (48 credit points):

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

One unit from Foundation Studies List

Part Time, Semester 1 Entry (continuing students only)

Part B - Integrated Marketing Communication Area Studies (96 credit points)

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN404 Readings in Integrated Marketing Communication
AMN405 Cases in Integrated Marketing Communication
AMN406 Project
AMN420 Advertising Management
AMN465 Public Relations Management

Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

AMN442 Marketing Management
AMN420 Advertising Management
AMN401 Integrated Marketing Communication
AMN400 Consumer Behaviour

Year 1, Semester 2

AMN403 Marketing and Survey Research
AMN404 Readings in Integrated Marketing Communication
AMN465 Public Relations Management
One unit from Foundation Studies List

Year 2, Semester 1

AMN405 Cases in Integrated Marketing Communication
AMN406 Project
One unit from Foundation Studies List

Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

AMN442 Marketing Management
AMN420 Advertising Management
AMN401 Integrated Marketing Communication
AMN400 Consumer Behaviour

Year 2, Semester 1

AMN403 Marketing and Survey Research
AMN404 Readings in Integrated Marketing Communication
AMN465 Public Relations Management
One unit from Foundation Studies List

Year 2, Semester 2

AMN405 Cases in Integrated Marketing Communication
AMN406 Project

Year 1, Semester 1

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication

Year 1, Semester 2

AMN442 Marketing Management
AMN420 Advertising Management

Year 2, Semester 1

AMN403 Marketing and Survey Research
One unit from Foundation Studies List

Year 2, Semester 2

AMN404 Readings in Integrated Marketing Communication
One unit from Foundation Studies List

Year 3, Semester 1

AMN465 Public Relations Management
AMN405 Cases in Integrated Marketing Communication

Year 3, Semester 2

AMN406 Project

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication

Year 2, Semester 1

AMN442 Marketing Management
AMN420 Advertising Management

Year 2, Semester 2

AMN403 Marketing and Survey Research
One unit from Foundation Studies List

Year 3, Semester 1

AMN404 Readings in Integrated Marketing Communication
One unit from Foundation Studies List

Year 3, Semester 2

AMN405 Cases in Integrated Marketing Communication
AMN465 Public Relations Management

Year 4, Semester 1

AMN406 Project

Potential Careers:

Marketing Officer/Manager, Public Relations
Officer/Consultant.

Master of Business (International Business) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

Rules, regulations, government policy and the diversity of cultures and consumer needs and preferences all impact on how companies do business across borders.

International business skills are in high demand. These skills incorporate ethics, sensitivity and responsiveness to local cultures in new and diverse markets, while at the same time providing the planning, decision-making and strategic management these highly competitive operations need.

The international business environment is explored across a range of business disciplines, including accounting, finance, logistics, management and marketing.

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

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

Why choose this course?

The International Business program will give you the expertise and skills to succeed in organisations both in Australia and around the world, including multinational enterprises, smaller firms operating across borders, government agencies and consulting firms that serve international companies.

Course design

Students are required to complete 12 units (144 credit points). Please refer to the course structures for information

on specific unit requirements.

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight units (96 credit points), where a minimum of six units (72 credit points) are within the same discipline area and approved by the Course Coordinator.

Abbreviation

MBus(IntBus)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

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

English language requirements

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: <http://www.studentservices.qut.edu.au/apply/internat/english.jsp>

Pathways programs (international students)

Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, Integrated Marketing Communication, International Business, Marketing and Public Relations.

Articulation

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

International Business Unit Set (IBP)

International Business Unit Set

EFN405	Managerial Economics
EFN406	Managerial Finance
MGN447	Managing in a Globalised Economy

One unit from the Foundation Studies List
 MGN448 Negotiating Across Borders
 AMN430 International Logistics Management
 AMN431 Marketing Internationally
 AYN424 International Accounting
 or
 LWS075 International Business and Law
 Plus two from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia
 Plus:
 Two units from Complementary Studies List

Full-time, Semester 1 Entry (Structure A)

STRUCTURE A

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy
 AMN430 International Logistics Management
 EFN405 Managerial Economics
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 1, Semester 2

EFN406 Managerial Finance
 AMN431 Marketing Internationally
 AYN424 International Accounting
 One unit from the Complementary Studies List

Year 2, Semester 1

MGN448 Negotiating Across Borders
 Two Complementary Studies Units
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Full-time, Semester 2 Entry (Structure A)

STRUCTURE A

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy

AMN431 Marketing Internationally
 EFN406 Managerial Finance
 Choose one from:
 MGN444 Business in Asia
 MGN446 Business in Australia

Year 2, Semester 1

EFN405 Managerial Economics
 AMN430 International Logistics Management
 One unit from the Complementary Studies List
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 2, Semester 2

MGN448 Negotiating Across Borders
 AYN424 International Accounting
 Two Complementary Studies Units

Part-time, Semester 1 Entry (Structure A)

STRUCTURE A

Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 1, Semester 2

EFN405 Managerial Economics
 AMN430 International Logistics Management

Year 2, Semester 1

EFN406 Managerial Finance
 One unit from the Complementary Studies List

Year 2, Semester 2

AMN431 Marketing Internationally
 AYN424 International Accounting

Year 3, Semester 1

MGN448 Negotiating Across Borders
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 3, Semester 2

Two Complementary Studies Units

Part-time, Semester 2 Entry (Structure A)

STRUCTURE A

Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy

AMN430 International Logistics Management

Year 2, Semester 1

AMN431 Marketing Internationally

Choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 2, Semester 2

EFN406 Managerial Finance

AYN424 International Accounting

Year 3, Semester 1

EFN405 Managerial Economics

Choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 3, Semester 2

MGN448 Negotiating Across Borders

One unit from the Complementary Studies List

Year 4, Semester 1

Two Complementary Studies Units

Full-time, Semester 1 Entry (Structure B)

STRUCTURE B

Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy

AMN430 International Logistics Management

EFN405 Managerial Economics

Plus choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 1, Semester 2

EFN406 Managerial Finance

AMN431 Marketing Internationally

One unit from the Complementary Studies List

Complementary Studies Unit

Year 2, Semester 1

MGN448 Negotiating Across Borders

LWS075 International Business and Law

Complementary Studies Unit

Plus choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Full-time, Semester 2 Entry (Structure B)

STRUCTURE B

Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy

AMN431 Marketing Internationally

EFN406 Managerial Finance

Choose one from:

MGN444 Business in Asia

MGN446 Business in Australia

Year 2, Semester 1

EFN405 Managerial Economics

AMN430 International Logistics Management

LWS075 International Business and Law

Plus choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 2, Semester 2

MGN448 Negotiating Across Borders

Two Complementary Studies Units

One unit from the Complementary Studies List

Part-time, Semester 1 Entry (Structure B)

STRUCTURE B

Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy

Choose one from:

- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 1, Semester 2

- AMN430 International Logistics Management
- AMN431 Marketing Internationally

Year 2, Semester 1

- EFN406 Managerial Finance
- LWS075 International Business and Law

Year 2, Semester 2

- EFN405 Managerial Economics
- One unit from the Complementary Studies List

Year 3, Semester 1

- MGN448 Negotiating Across Borders
- Choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 3, Semester 2

Two Complementary Studies Units

Part-time, Semester 2 Entry (Structure B)

STRUCTURE B

Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2

- MGN447 Managing in a Globalised Economy
- EFN405 Managerial Economics

Year 2, Semester 1

- AMN431 Marketing Internationally
- Choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 2, Semester 2

- AMN430 International Logistics Management
- One unit from the Complementary Studies List

Year 3, Semester 1

- EFN406 Managerial Finance
- Choose one from:
- MGN444 Business in Asia

- MGN445 Business in Europe
- MGN446 Business in Australia

Year 3, Semester 2

- MGN448 Negotiating Across Borders
- Complementary Studies Unit

Year 4, Semester 1

- LWS075 International Business and Law
- Complementary Studies Unit

International Business Unit Set (IBP) (for continuing students only)

Part A - Compulsory Units (48 credit points):

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- MGN447 Managing in a Globalised Economy
- One unit from the Complementary Studies List

Part B - International Business Area Studies (96 credit points)

- MGN448 Negotiating Across Borders
- AMN430 International Logistics Management
- AMN431 Marketing Internationally
- AYN424 International Accounting
- or
- LWS075 International Business and Law
- Plus two from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia
- Plus:
- Two Approved Elective units

Full Time, Semester 1 Entry (Structure A) (for continuing students only)

STRUCTURE A

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 1

- MGN447 Managing in a Globalised Economy
- AMN430 International Logistics Management
- EFN405 Managerial Economics
- Plus choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 1, Semester 2

EFN406 Managerial Finance
 AMN431 Marketing Internationally
 AYN424 International Accounting
 One unit from the Foundation Studies List

Year 2, Semester 1

MGN448 Negotiating Across Borders
 Two Approved Elective Units
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Full Time, Semester 2 Entry (Structure A) (for continuing students)

STRUCTURE A

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy
 AMN431 Marketing Internationally
 EFN406 Managerial Finance
 Choose one from:
 MGN444 Business in Asia
 MGN446 Business in Australia

Year 2, Semester 1

EFN405 Managerial Economics
 AMN430 International Logistics Management
 One unit from the Foundation Studies List
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 2, Semester 2

MGN448 Negotiating Across Borders
 AYN424 International Accounting
 Two Approved Elective Units

Part Time, Semester 1 Entry (Structure A) (for continuing students only)

STRUCTURE A

Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy
 Choose one from:

MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 1, Semester 2

EFN405 Managerial Economics
 AMN430 International Logistics Management

Year 2, Semester 1

EFN406 Managerial Finance
 One unit from the Foundation Studies List

Year 2, Semester 2

AMN431 Marketing Internationally
 AYN424 International Accounting

Year 3, Semester 1

MGN448 Negotiating Across Borders
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 3, Semester 2

Two Approved Elective Units

Part Time, Semester 2 Entry (Structure A) (for continuing students)

STRUCTURE A

Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy
 AMN430 International Logistics Management

Year 2, Semester 1

AMN431 Marketing Internationally
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 2, Semester 2

EFN406 Managerial Finance
 AYN424 International Accounting

Year 3, Semester 1

EFN405 Managerial Economics
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe

MGN446 Business in Australia

Year 3, Semester 2

MGN448 Negotiating Across Borders
One unit from the Foundation Studies List

Year 4, Semester 1

Two Approved Elective Units

Full Time, Semester 1 Entry (Structure B) (for continuing students only)

STRUCTURE B

Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy
AMN430 International Logistics Management
EFN405 Managerial Economics
Plus choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 1, Semester 2

AMN431 Marketing Internationally
EFN406 Managerial Finance
One unit from the Foundation Studies List
Approved Elective Unit

Year 2, Semester 1

MGN448 Negotiating Across Borders
LWS075 International Business and Law
Approved Elective Unit
Plus choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Full Time, Semester 2 Entry (Structure B) (for continuing students only)

STRUCTURE B

Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy
EFN406 Managerial Finance
AMN431 Marketing Internationally
Choose one from:

MGN444 Business in Asia

MGN446 Business in Australia

Year 2, Semester 1

EFN405 Managerial Economics
AMN430 International Logistics Management
LWS075 International Business and Law
Plus choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 2, Semester 2

MGN448 Negotiating Across Borders
One unit from the Foundation Studies List
Two Approved Elective Units

Part Time, Semester 1 Entry (Structure B) (for continuing students only)

STRUCTURE B

Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 1, Semester 2

AMN430 International Logistics Management
AMN431 Marketing Internationally

Year 2, Semester 1

EFN406 Managerial Finance
LWS075 International Business and Law

Year 2, Semester 2

EFN405 Managerial Economics
One unit from the Foundation Studies List

Year 3, Semester 1

MGN448 Negotiating Across Borders
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 3, Semester 2

Two Approved Elective Units

Part Time, Semester 2 Entry (Structure B) (for continuing students only)

continuing students only)

STRUCTURE B

Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy
EFN405 Managerial Economics

Year 2, Semester 1

AMN431 Marketing Internationally
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 2, Semester 2

AMN430 International Logistics Management
One unit from the Foundation Studies List

Year 3, Semester 1

EFN406 Managerial Finance
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 3, Semester 2

MGN448 Negotiating Across Borders
Approved Elective Unit

Year 4, Semester 1

LWS075 International Business and Law
Approved Elective Unit

Discontinued Units and Unit replacement (for continuing students)

Rename of Units

IBN403 replaced by MGN444 Business in Asia
IBN404 replaced by MGN445 Business in Europe
IBN435 replaced by MGN446 Business in Australia
IBN408 replaced by MGN447 Global Business Operations
IBN409 replaced by MGN448 Negotiating across Borders
IBN410 replaced by AMN430 International Logistics Management
IBN421 replaced by AMN431 Marketing Internationally

Potential Careers:

Business Analyst, International Business Specialist.

Master of Business (Marketing) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

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

Why choose this course?

Marketing professionals are involved in the promotion and/or sales of a company's goods or services. This includes the marketing of existing product lines, or the development of new markets for new or existing products. Marketing is a vital component of business in all industries, as well as in government and third-sector organisations.

This course can lead to more strategic roles such as business development managers, brand or product managers, marketing consultants or marketing managers.

Course design

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

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight 96 credit point units, where a minimum of 72 credit points are within the same discipline area, approved by the Course Coordinator.

Abbreviation

MBus (Marketing)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

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

English language requirements

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: <http://www.studentservices.qut.edu.au/apply/internat/english.jsp>

Pathways programs (international students)

Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, Integrated Marketing Communication, International Business, Marketing and Public Relations.

Articulation

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

Marketing Unit Set

Marketing Unit Set	
AMN442	Marketing Management
AMN403	Marketing and Survey Research
	Two units from Complementary Studies List
AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN443	Product and Service Innovation
AMN444	Services Marketing
AMN445	Strategic Marketing Management
AMN447	Contemporary Issues in Marketing
	OR
AMN431	Marketing Internationally

PLUS: Two approved AMN Elective units

AMN406 Project
OR

Two Approved AMN Electives

Full-time, Semester 1 Entry

Year 1, Semester 1

AMN400 Consumer Behaviour
AMN442 Marketing Management
AMN403 Marketing and Survey Research
One unit from Complementary Studies List

Year 1, Semester 2

AMN447 Contemporary Issues in Marketing
Or
IBN421 Marketing Internationally
AMN445 Strategic Marketing Management
AMN401 Integrated Marketing Communication
One unit from Complementary Studies List

Year 2, Semester 1

AMN444 Services Marketing
AMN443 Product and Service Innovation
Plus:
AMN406 Project
Or
Two approved AMN Elective units

Full-time, Semester 2 Entry

Year 1, Semester 2

AMN400 Consumer Behaviour
AMN442 Marketing Management
AMN403 Marketing and Survey Research
One unit from Complementary Studies List

Year 2, Semester 1

AMN401 Integrated Marketing Communication
AMN443 Product and Service Innovation
AMN444 Services Marketing
One unit from Complementary Studies List

Year 2, Semester 2

AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing
Or
IBN421 Marketing Internationally
Plus:
AMN406 Project
Or

Part-time, Semester 1 Entry

Year 1, Semester 1

AMN442 Marketing Management
AMN403 Marketing and Survey Research

Year 1, Semester 2

AMN400 Consumer Behaviour
One unit from Complementary Studies List

Year 2, Semester 1

AMN401 Integrated Marketing Communication
One unit from Complementary Studies List

Year 2, Semester 2

AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing
Or
IBN421 Marketing Internationally

Year 3, Semester 1

AMN443 Product and Service Innovation
AMN444 Services Marketing

Year 3, Semester 2

AMN406 Project
Or
Two approved AMN Elective units

Part-time, Semester 2 Entry

Year 1, Semester 2

AMN442 Marketing Management
AMN403 Marketing and Survey Research

Year 2, Semester 1

AMN400 Consumer Behaviour
One unit from Complementary Studies List

Year 2, Semester 2

AMN401 Integrated Marketing Communication
One unit from Complementary Studies List

Year 3, Semester 1

AMN443 Product and Service Innovation
AMN444 Services Marketing

Year 3, Semester 2

AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing
Or
IBN421 Marketing Internationally

Year 4, Semester 1

AMN406 Project
Or
Two approved AMN Elective units

Marketing Unit Set (MKP) (for continuing students only)

Part A – Compulsory Units (48 credit points):

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

Part B - Marketing Area Studies (96 credit points):

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN443 Product and Service Innovation
AMN444 Services Marketing
AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing
or
AMN431 Marketing Internationally
Plus:
AMN406 Project
or
Two Approved AMN Electives

Full time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

AMN400 Consumer Behaviour
AMN442 Marketing Management
AMN403 Marketing and Survey Research
One unit from Foundation Studies List

Year 1, Semester 2

AMN447 Contemporary Issues in Marketing
Or
AMN431 Marketing Internationally
AMN445 Strategic Marketing Management
AMN401 Integrated Marketing Communication
One unit from Foundation Studies List

Year 2, Semester 1

AMN444 Services Marketing
AMN443 Product and Service Innovation
Plus:
AMN406 Project
Or
Two approved AMN Elective units

Full time, Semester 2 Entry (for continuing students

only)

Year 1, Semester 2

AMN400 Consumer Behaviour
AMN442 Marketing Management
AMN403 Marketing and Survey Research
One unit from Foundation Studies List

Year 2, Semester 1

AMN401 Integrated Marketing Communication
AMN443 Product and Service Innovation
AMN444 Services Marketing
One unit from Foundation Studies List

Year 2, Semester 2

AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing
Or
AMN431 Marketing Internationally
Plus:
AMN406 Project
Or
Two approved AMN Elective units

Part time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

AMN442 Marketing Management
AMN403 Marketing and Survey Research

Year 1, Semester 2

AMN400 Consumer Behaviour
One unit from Foundation Studies List

Year 2, Semester 1

AMN401 Integrated Marketing Communication
One unit from Foundation Studies List

Year 2, Semester 2

AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing
Or
AMN431 Marketing Internationally

Year 3, Semester 1

AMN443 Product and Service Innovation
AMN444 Services Marketing

Year 3, Semester 2

AMN406 Project
Or

Two approved AMN Elective units

Part time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

AMN442 Marketing Management

AMN403 Marketing and Survey Research

Year 2, Semester 1

AMN400 Consumer Behaviour

One unit from Foundation Studies List

Year 2, Semester 2

AMN401 Integrated Marketing Communication

One unit from Foundation Studies List

Year 3, Semester 1

AMN443 Product and Service Innovation

AMN444 Services Marketing

Year 3, Semester 2

AMN445 Strategic Marketing Management

AMN447 Contemporary Issues in Marketing

Or

AMN431 Marketing Internationally

Year 4, Semester 1

AMN406 Project

Or

Two approved AMN Elective units

Potential Careers:

Market Research Manager, Marketing Officer/Manager.

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

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Jo Barraket

Campus: Gardens Point

Overview

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

This course can be tailored to meet your particular interests with opportunities to pursue practical work-related projects and research.

Course design

Students must undertake 144 credit points of study comprising: prescribed units (108 credit points), Complementary Studies units (12 credit points), Faculty of Business Postgraduate Option units (24 credit points).

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBus(Philanthropy&NpSt)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Events Marketing and Management, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

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

English language requirements (international students)

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

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

Articulation

Students who have articulated from the Graduate Certificate in Business Philanthropy and Nonprofit Studies may receive exemptions for up to 48 credit points. Students may articulate to the Master of Business Philanthropy and Nonprofit Studies Advanced program and receive up to 144 credit point of exemptions.

Philanthropy and Nonprofit Studies Unit Set

Research Methodology Units - select 12 credit points

BSN414	Quantitative Research Methods
BSN412	Qualitative Research and Analytical Techniques
BSN502	Research Methodology
AMN403	Marketing and Survey Research

Master of Business Philanthropy and Nonprofit Studies - Compulsory Units

GSN224	Corporate Philanthropy
GSN233	Special Topic in Philanthropy and Nonprofit Studies
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN483	Ethics for Philanthropic and Nonprofit

	Organisations
GSN484	Management for Philanthropic and Nonprofit Organisations
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector
GSN488	Fundraising Development Principles
GSN489	Fundraising Development Techniques
BSN406	Project 3
	Plus 12 credit points from the Complementary Studies list
	Plus Faculty of Business Postgraduate Option Units (24 credit points)

Full-time, Semester 1 Entry

Year 1, Semester 1	
	One unit from Complimentary Studies List
GSN233	Special Topic in Philanthropy and Nonprofit Studies 6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN484	Management for Philanthropic and Nonprofit Organisations 6TP3
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector

Year 1, Semester 2	
GSN224	Corporate Philanthropy One Unit from:
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
AMN403	Marketing and Survey Research 6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN488	Fundraising Development Principles 6TP5
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN489	Fundraising Development Techniques

Year 2, Semester 1	
BSN406	Project 3 Faculty of Business Postgraduate Option Units (24 credit points)

Full-time, Semester 2 Entry

Year 1, Semester 2	
	One unit from Complimentary Studies List
GSN224	Corporate Philanthropy One Unit from:
BSN412	Qualitative Research and Analytical Techniques
BSN502	Research Methodology
BSN414	Quantitative Research Methods
AMN403	Marketing and Survey Research 6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations 6TP5
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1	
GSN233	Special Topic in Philanthropy and Nonprofit Studies 12 credit points of Faculty of Business Postgraduate Option Units 6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN484	Management for Philanthropic and Nonprofit Organisations 6TP3
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector

Year 2, Semester 2	
BSN406	Project 3 12 credit points of Faculty of Business Postgraduate Option Units 6TP4
GSN488	Fundraising Development Principles 6TP5
GSN489	Fundraising Development Techniques

Part-time, Semester 1 Entry

Year 1, Semester 1	
GSN233	Special Topic in Philanthropy and Nonprofit Studies 6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance 6TP3
GSN483	Ethics for Philanthropic and Nonprofit Organisations

Year 1, Semester 2	
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<p>GSN224 Corporate Philanthropy 6TP4</p> <p>GSN485 Legal Issues for Philanthropic and Nonprofit Organisations 6TP5</p> <p>GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations</p>	<p>BSN414 Quantitative Research Methods</p> <p>BSN502 Research Methodology</p> <p>AMN403 Marketing and Survey Research 6TP4</p> <p>GSN485 Legal Issues for Philanthropic and Nonprofit Organisations 6TP5</p>
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Year 2, Semester 1

One unit from Complimentary Studies List
6TP2

GSN484 Management for Philanthropic and Nonprofit Organisations
6TP3

GSN487 Marketing for the Nonprofit Sector

Year 2, Semester 2

One Unit from:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

AMN403 Marketing and Survey Research
6TP4

GSN488 Fundraising Development Principles
6TP5

GSN489 Fundraising Development Techniques

Year 3, Semester 1

24 credit points of Faculty of Business Postgraduate Option units

Year 3, Semester 2

BSN406 Project 3

Part-time, Semester 2 Entry

Year 1, Semester 2

GSN224 Corporate Philanthropy
One unit from Complimentary Studies List

Year 2, Semester 1

GSN233 Special Topic in Philanthropy and Nonprofit Studies
6TP2

GSN481 Philanthropic and Nonprofit Frameworks of Governance
6TP3

GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 2, Semester 2

Choose one from:

BSN412 Qualitative Research and Analytical Techniques

GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 3, Semester 1

12 credit points of Faculty of Business Postgraduate Option units

6TP2

GSN484 Management for Philanthropic and Nonprofit Organisations

6TP3

GSN487 Marketing for the Nonprofit Sector

Year 3, Semester 2

12 credit points of Faculty of Business Postgraduate Option units

6TP4

GSN488 Fundraising Development Principles

6TP5

GSN489 Fundraising Development Techniques

Year 4, Semester 1

BSN406 Project 3

Philanthropy and Nonprofit Studies Unit Set (for continuing students only)

Part A - Compulsory Units (48 credit points):

GSN224 Corporate Philanthropy

GSN233 Special Topic in Philanthropy and Nonprofit Studies

One unit from the Foundation Studies List

Plus choose one unit from:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

AMN403 Marketing and Survey Research

Part B - Philanthropy and Non Profit Studies Area Studies (96 credit points)

GSN481 Philanthropic and Nonprofit Frameworks of Governance

GSN483 Ethics for Philanthropic and Nonprofit Organisations

GSN484 Management for Philanthropic and Nonprofit Organisations

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations

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GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector
GSN488	Fundraising Development Principles
GSN489	Fundraising Development Techniques
BSN406	Project 3 Plus 24 cps of elective studies

Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

	One unit from Complimentary Studies List
GSN233	Special Topic in Philanthropy and Nonprofit Studies 6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN484	Management for Philanthropic and Nonprofit Organisations 6TP3
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector

Year 1, Semester 2

GSN224	Corporate Philanthropy One Unit from:
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
AMN403	Marketing and Survey Research 6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN488	Fundraising Development Principles 6TP5
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN489	Fundraising Development Techniques

Year 2, Semester 1

BSN406	Project 3 Faculty of Business Postgraduate Option Units (24 credit points)
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Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

	One unit from Complimentary Studies List
GSN224	Corporate Philanthropy One Unit from:

BSN412	Qualitative Research and Analytical Techniques
BSN502	Research Methodology
BSN414	Quantitative Research Methods
AMN403	Marketing and Survey Research 6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations 6TP5
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1

GSN233	Special Topic in Philanthropy and Nonprofit Studies 12 credit points of Faculty of Business Postgraduate Option Units 6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN484	Management for Philanthropic and Nonprofit Organisations 6TP3
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector

Year 2, Semester 2

BSN406	Project 3 12 credit points of Faculty of Business Postgraduate Option Units 6TP4
GSN488	Fundraising Development Principles 6TP5
GSN489	Fundraising Development Techniques

Part Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

GSN233	Special Topic in Philanthropy and Nonprofit Studies 6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance 6TP3
GSN483	Ethics for Philanthropic and Nonprofit Organisations

Year 1, Semester 2

GSN224	Corporate Philanthropy 6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations 6TP5

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GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1

One unit from Complimentary Studies List
6TP2

GSN484 Management for Philanthropic and Nonprofit Organisations
6TP3

GSN487 Marketing for the Nonprofit Sector

Year 2, Semester 2

One Unit from:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

AMN403 Marketing and Survey Research
6TP4

GSN488 Fundraising Development Principles
6TP5

GSN489 Fundraising Development Techniques

Year 3, Semester 1

24 credit points of Elective Units

Year 3, Semester 2

BSN406 Project 3

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

GSN224 Corporate Philanthropy
One unit from Complimentary Studies List

Year 2, Semester 1

GSN233 Special Topic in Philanthropy and Nonprofit Studies
6TP2

GSN481 Philanthropic and Nonprofit Frameworks of Governance
6TP3

GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 2, Semester 2

Choose one from:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

AMN403 Marketing and Survey Research
6TP4

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations

6TP5

GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 3, Semester 1

12 credit points of Faculty of Business Postgraduate Option units

6TP2

GSN484 Management for Philanthropic and Nonprofit Organisations

6TP3

GSN487 Marketing for the Nonprofit Sector

Year 3, Semester 2

12 credit points of Faculty of Business Postgraduate Option units

6TP4

GSN488 Fundraising Development Principles
6TP5

GSN489 Fundraising Development Techniques

Year 4, Semester 1

BSN406 Project 3

Potential Careers:

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

Master of Business (Professional Accounting) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Stuart Tooley

Campus: Gardens Point

Course design

Students are required to complete 144 credit points of units. Students should contact The Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Overview

The Master of Business (Professional Accounting) provides formal accounting qualifications for graduates from non-accounting disciplines. This postgraduate program will give you a professionally accredited accounting qualification in as little as 18 months. Accounting is central to every business activity, and combining an accounting qualification with an existing degree in another discipline opens up a broad spectrum of career opportunities in Australia and overseas.

If you are looking to change your career direction or enhance your career options, accountancy is a dynamic profession that will provide you with a sustainable,

challenging and diverse range of career paths. Professional accountants are in increasing demand nationally and internationally by organisations throughout the commercial, public and not-for-profit sectors. Accountants can work in commerce and industry, in public or chartered accounting firms, in government organisations or as individual practitioners.

Discipline units focus on financial and management accounting requirements, specialised applications in company accounting, audit and assurance, tax and company regulation. Core concepts and knowledge, problem-solving skills and critical and analytical thinking are developed throughout the entire course.

Abbreviation

MBus(ProAcc)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Professional recognition

Graduates meet the academic component of requirements for associate membership of CPA Australia, the Association of Chartered Certified Accountants, the Institute of Chartered Accountants in Australia, the National Institute of Accountants, and enrolment in their respective professional programs.

Career outcomes

Accountancy is a great platform for a dynamic and exciting business career. Accountants work in a diversity of areas—in commerce, local, national and international firms, government organisations, law firms, banks, merchant banks, stockbrokers, charitable organisations, hospitals and churches, film, television and media or they run their own business. A career in accounting can lead to more strategic and leadership roles such as general manager, chief financial officer and chief executive officer.

Entry requirements (domestic and international students)

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

English language requirements

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: <http://www.studentservices.qut.edu.au/apply/internat/english.jsp>

Articulation

Students who have articulated from the Graduate Certificate in Business Accounting may receive exemptions for up to 48 credit points. Students may articulate to the Master of

Business Professional Accounting Advanced program and receive up to 144 credit point of exemptions.

EFN405 Managerial Economics
EFN406 Managerial Finance

Professional Accountancy (PAP) Unit Set

Year 1 - Semester 1

AYN456 Business and Corporations Law
AYN414 Cost and Management Accounting
AYN416 Financial Accounting 1
EFN406 Managerial Finance

Year 1 - Semester 2

AYN417 Financial Accounting 2
AYN418 Financial Accounting 3
Plus two units from:
AYN411 Audit and Assurance
AYN438 Taxation Law and Practice
AYN443 Electronic Commerce Cycles
EFN422 Economics and Data Analysis

Year 2 - Semester 1

AYN520 Integrated Issues in Professional Practice
Plus three units from the following list of approved electives:
AYN411 Audit and Assurance
AYN415 External Reporting Issues
AYN424 International Accounting
AYN426 International Capital Markets Law and Regulation
AYN438 Taxation Law and Practice
AYN442 Superannuation and Wealth Management
AYN443 Electronic Commerce Cycles
AYN453 Financial Forensics and Business Intelligence
AYN454 Forensic Accounting and Investigation
AYN460 Accountancy Work Placement
AYN461 Accountancy Work Integrated Learning
AYN505 Financial Analysis and Business Valuation
AYN506 Strategic Management Accounting
AYN507 Governance Issues in Accounting
EFN422 Economics and Data Analysis

Note: Completion of units AYN411 and AYN438 are required by the Institute of Chartered Accountants in Australia for entry into the CA Program.

Note: Completion of units AYN443 and EFN422 are required by CPA Australia for Associate Membership and entry into the CPA Program.

Professional Accountancy (PAP) Unit Set (for continuing students only)

Part A – Compulsory Units (48 credit points):

AYN416 Financial Accounting 1

Part B - Professional Accounting Area Studies (96 credit points):

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

Note: Students who have completed units EFN405 Managerial Economics & AYN410 Business Law & Ethics must undertake EFN419 Data Analysis & AYN412 Company Law in semester 1/2010 if not previously completed. AYN412 & EFN419 will be discontinued after semester 1/2010.

Note: Students who have not successfully completed EFN405 (& EFN419) or AYN410 (& AYN412) must undertake the following new units:

AYN456 Business and Corporations Law
EFN422 Economics and Data Analysis
AYN520 Integrated Issues in Professional Practice

Plus one Advanced Accounting Unit.

For all course progression queries, please contact the Brisbane Graduate School of Business on Level 4 of B Block, Gardens Point campus.

Potential Careers:

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

Master of Business (Public Relations) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

Public relations specialists advise on how to manage and portray corporate and organisational identities. These courses are designed to develop public relations graduates who are capable of satisfying a need for professional communicators in corporate, government, consultancy and not-for-profit sectors. Our graduates enter the marketplace as public relations managers and consultants, editors of trade and specialist publications, speechwriters, special event managers, promotions managers, media advisers, information officers, and corporate communications officers and professionals.

Why choose this course?

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

Course design

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

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight 96 credit point units, where a minimum of 72 credit points are within the same discipline area, approved by the Course Coordinator.

Abbreviation

MBus(Public Relations)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

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

English language requirements

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: <http://www.studentservices.qut.edu.au/apply/internat/english.jsp>

Pathways programs (international students)

Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, Integrated Marketing Communication, International Business, Marketing and Public Relations.

Articulation

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

Public Relations Unit Set

Public Relations Unit Set	
AMN465	Public Relations Management
AMN403	Marketing and Survey Research
PLUS:	Two units (24 cp) from the Complementary Studies list
AMN460	Corporate and Investor Relations
AMN461	Corporate Media Strategy and Tactics
AMN462	Community Consultation and Engagement
AMN467	Public Relations Campaigns
AMN468	Issues and Crisis Management
PLUS:	An additional 36 cp consisting of:
AMN406	Project

AND one AMN elective unit (12 cp)
 OR Three approved AMN Elective units (36 cp)

Full-time, Semester 1

Year 1, Semester 1

AMN465 Public Relations Management
 AMN461 Corporate Media Strategy and Tactics
 AMN468 Issues and Crisis Management
 One unit from Complementary Studies List

Year 1, Semester 2

AMN460 Corporate and Investor Relations
 AMN462 Community Consultation and Engagement
 AMN467 Public Relations Campaigns
 AMN403 Marketing and Survey Research

Year 2, Semester 1

One unit from Complementary Studies List
 One approved AMN Elective
 Plus:
 AMN406 Project
 Or
 Two approved AMN Elective units

Full-time, Semester 2

Year 1, Semester 2

AMN465 Public Relations Management
 AMN461 Corporate Media Strategy and Tactics
 AMN460 Corporate and Investor Relations
 One unit from Complementary Studies List

Year 2, Semester 1

AMN468 Issues and Crisis Management
 AMN403 Marketing and Survey Research
 One unit from Complementary Studies List
 One approved AMN Elective unit

Year 2, Semester 2

AMN462 Community Consultation and Engagement
 AMN467 Public Relations Campaigns
 Plus:
 AMN406 Project
 Or
 Two approved AMN Elective units

Part-time, Semester 1

Year 1, Semester 1

AMN461 Corporate Media Strategy and Tactics
 AMN465 Public Relations Management

Year 1, Semester 2

AMN462 Community Consultation and Engagement
 One unit from Complementary Studies List

Year 2, Semester 1

AMN403 Marketing and Survey Research
 One unit from Complementary Studies List

Year 2, Semester 2

AMN460 Corporate and Investor Relations
 AMN467 Public Relations Campaigns

Year 3, Semester 1

AMN468 Issues and Crisis Management
 One approved AMN Elective

Year 3, Semester 2

AMN406 Project
 Or
 Two approved AMN Elective units

Part-time, Semester 2

Year 1, Semester 2

AMN461 Corporate Media Strategy and Tactics
 AMN465 Public Relations Management

Year 2, Semester 1

AMN468 Issues and Crisis Management
 One unit from Complementary Studies List

Year 2, Semester 2

AMN460 Corporate and Investor Relations
 One unit from Complementary Studies List

Year 3, Semester 1

AMN403 Marketing and Survey Research
 One approved AMN Elective

Year 3, Semester 2

AMN462 Community Consultation and Engagement
 AMN467 Public Relations Campaigns

Year 4, Semester 1

AMN406 Project
 Or
 Two approved AMN Elective units

Public Relations Unit Set (PBP) (for continuing students only)

Part A – Compulsory Units (48 credit points):

AMN465 Public Relations Management
 AMN403 Marketing and Survey Research

Two units from Foundation Studies List

Part B - Public Relations Area Studies (96 credit points):

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

Full Time, Semester 1 (for continuing students only)

Year 1, Semester 1

- AMN465 Public Relations Management
- AMN461 Corporate Media Strategy and Tactics
- AMN468 Issues and Crisis Management
- One unit from Foundation Studies List

Year 1, Semester 2

- AMN460 Corporate and Investor Relations
- AMN462 Community Consultation and Engagement
- AMN467 Public Relations Campaigns
- AMN403 Marketing and Survey Research

Year 2, Semester 1

- One unit from Foundation Studies List
- One approved AMN Elective
- Plus:
- AMN406 Project
- Or
- Two approved AMN Elective units

Full Time, Semester 2 (for continuing students only)

Year 1, Semester 2

- AMN465 Public Relations Management
- AMN461 Corporate Media Strategy and Tactics
- AMN460 Corporate and Investor Relations
- One unit from Foundation Studies List

Year 2, Semester 1

- AMN468 Issues and Crisis Management
- AMN403 Marketing and Survey Research
- One unit from Foundation Studies List
- One approved AMN Elective unit

Year 2, Semester 2

- AMN462 Community Consultation and Engagement

AMN467 Public Relations Campaigns

Plus:

- AMN406 Project
- Or
- Two approved AMN Elective units

Part Time, Semester 1 (for continuing students only)

Year 1, Semester 1

- AMN461 Corporate Media Strategy and Tactics
- AMN465 Public Relations Management

Year 1, Semester 2

- AMN462 Community Consultation and Engagement
- One unit from Foundation Studies List

Year 2, Semester 1

- AMN403 Marketing and Survey Research
- One unit from Foundation Studies List

Year 2, Semester 2

- AMN460 Corporate and Investor Relations
- AMN467 Public Relations Campaigns

Year 3, Semester 1

- AMN468 Issues and Crisis Management
- One approved AMN Elective

Year 3, Semester 2

- AMN406 Project
- Or
- Two approved AMN Elective units

Part Time, Semester 2 (for continuing students only)

Year 1, Semester 2

- AMN461 Corporate Media Strategy and Tactics
- AMN465 Public Relations Management

Year 2, Semester 1

- AMN468 Issues and Crisis Management
- One unit from Foundation Studies List

Year 2, Semester 2

- AMN460 Corporate and Investor Relations
- One unit from Foundation Studies List

Year 3, Semester 1

- AMN403 Marketing and Survey Research
- One approved AMN Elective

Year 3, Semester 2

- AMN462 Community Consultation and Engagement
- AMN467 Public Relations Campaigns

Year 4, Semester 1

AMN406 Project

Or

Two approved AMN Elective units

Potential Careers:

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

Master of Business (Public Relations) - Online Delivery Only (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Overview

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

Course design

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

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight 96 credit point units, where a minimum of 72 credit points are within the same discipline area, approved by the Course Coordinator.

Abbreviation

MBus(Public Relations)

Other majors

See also separate entries to the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations (internal) and Strategic Advertising. These majors are offered internally and not via online delivery mode.

Entry requirements (domestic students)

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

Articulation

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

Part Time, Semester 1 entry

Year 1, Semester 1

AMN461	Corporate Media Strategy and Tactics
AMN465	Public Relations Management
	AMN401 unit may/may not be delivered at this time depending on cohort needs
AMN401	Integrated Marketing Communication

Year 1, Semester 2

AMN442	Marketing Management
AMN462	Community Consultation and Engagement

Year 2, Semester 1

AMN401	Integrated Marketing Communication
AMN403	Marketing and Survey Research

Year 2, Semester 2

AMN460	Corporate and Investor Relations
AMN467	Public Relations Campaigns

Year 3, Semester 1

AMN404	Readings in Integrated Marketing Communication
AMN468	Issues and Crisis Management

Year 3, Semester 2

AMN406	Project
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Part Time, Semester 2 entry

Year 1, Semester 2

AMN442	Marketing Management
AMN462	Community Consultation and Engagement

Year 2, Semester 1

AMN461	Corporate Media Strategy and Tactics
AMN465	Public Relations Management

Year 2, Semester 2

AMN460	Corporate and Investor Relations
AMN467	Public Relations Campaigns

Year 3, Semester 1

AMN401	Integrated Marketing Communication
AMN403	Marketing and Survey Research

Year 3, Semester 2

AMN406	Project
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Year 4, Semester 1

AMN404 Readings in Integrated Marketing
Communication

AMN468 Issues and Crisis Management

Potential Careers:

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

Master of Business (Strategic Advertising) (BS16)

Year offered: 2010

Admissions: Yes

CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)

Course duration (part-time): 6 semesters (3 years)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

The strategic advertising major focuses on the management of the advertising function, including consumer behaviour, advertising management, creative strategy, media strategy, campaign planning and research.

As a QUT advertising graduate, you could work as an advertising manager, planning and controlling the advertising for your employer and liaising with advertising agencies. You may work as an advertising planner or researcher, or within the media as a sales representative or copywriter.

Course design

Students are required to complete 144 credit points of units.

Abbreviation

MBus(SAA)

Entry requirements (domestic and international students)

An undergraduate degree or equivalent with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements

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

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

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

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

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

Pathways programs (international students)

Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced (BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, Integrated Marketing Communication, International Business, Marketing and Public Relations.

Strategic Advertising Unit Set

Strategic Advertising Unit Set

AMN442	Marketing Management
AMN403	Marketing and Survey Research
	Two units from Complementary Studies List
AMN400	Consumer Behaviour
AMN420	Advertising Management
AMN421	Contemporary Issues in Advertising
AMN422	Media Strategy
KIP424	Advertising Creative: Introduction
AMN423	Strategies for Creative Advertising
	or
KIP426	Advertising Creative: Copywriting and Art Direction
	Plus:
AMN406	Project
	or
	Two approved electives (including Creative Advertising elective units)
	Course Notes: Students have the option of undertaking either a 24cp Project unit or 24cp of elective units from postgraduate units offered by the School of Advertising, Marketing & Public Relations or postgraduate units from the Creative Advertising stream offered by the Faculty of Creative Industries. Students interested in Creative Advertising units should refer to the Course Summary Sheet for IX96 Master of Advertising (Creative Advertising).

Go to
www.studentservices.qut.edu.au/info/css/if.jsp

Elective units

Full-time, Semester 1

Year 1, Semester 1

- AMN400 Consumer Behaviour
- AMN420 Advertising Management
- AMN403 Marketing and Survey Research
- KIP424 Advertising Creative: Introduction

Year 1, Semester 2

- AMN442 Marketing Management
- AMN423 Strategies for Creative Advertising
- Or
- KIP426 Advertising Creative: Copywriting and Art Direction
- AMN421 Contemporary Issues in Advertising
- One unit from Complementary Studies List

Year 2, Semester 1

- AMN422 Media Strategy
- One unit from Complementary Studies List
- Plus:
- AMN406 Project
- Or
- Two approved AMN or Creative Advertising Elective units

Full-time, Semester 2

Year 1, Semester 2

- AMN400 Consumer Behaviour
- AMN420 Advertising Management
- AMN403 Marketing and Survey Research
- KIP424 Advertising Creative: Introduction

Year 2, Semester 1

- AMN442 Marketing Management
- AMN422 Media Strategy
- AMN421 Contemporary Issues in Advertising
- One unit from Complementary Studies List

Year 2, Semester 2

- AMN423 Strategies for Creative Advertising
- Or
- KIP426 Advertising Creative: Copywriting and Art Direction
- One unit from Complementary Studies List
- Plus:
- AMN406 Project
- Or
- Two approved AMN or Creative Advertising

Part-time, Semester 1

Year 1, Semester 1

- AMN420 Advertising Management
- AMN400 Consumer Behaviour

Year 1, Semester 2

- AMN403 Marketing and Survey Research
- KIP424 Advertising Creative: Introduction

Year 2, Semester 1

- AMN442 Marketing Management
- AMN421 Contemporary Issues in Advertising

Year 2, Semester 2

- AMN423 Strategies for Creative Advertising
- Or
- KIP426 Advertising Creative: Copywriting and Art Direction
- One unit from Complementary Studies List

Year 3, Semester 1

- AMN422 Media Strategy
- One unit from Complementary Studies List

Year 3, Semester 2

- AMN406 Project
- Or
- Two approved AMN or Creative Advertising Elective units

Part-time, Semester 2

Year 1, Semester 2

- AMN420 Advertising Management
- AMN400 Consumer Behaviour

Year 2, Semester 1

- KIP424 Advertising Creative: Introduction
- AMN403 Marketing and Survey Research

Year 2, Semester 2

- AMN442 Marketing Management
- AMN421 Contemporary Issues in Advertising

Year 3, Semester 1

- AMN422 Media Strategy
- One unit from Complementary Studies List

Year 3, Semester 2

- AMN423 Strategies for Creative Advertising
- Or
- KIP426 Advertising Creative: Copywriting and Art

Direction
One unit from Complementary Studies List

One unit from Foundation Studies List
Plus:

Year 4, Semester 1

AMN406 Project
Or
Two approved AMN or Creative Advertising Elective units

AMN406 Project
Or
Two approved AMN or Creative Advertising Elective units

Strategic Advertising Unit Set (SAP) (for continuing students only)

Part A - Compulsory Units (48 credit points):

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

Part B - Strategic Advertising Area Studies (96 credit points)

AMN400 Consumer Behaviour
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
AMN422 Media Strategy
KIP424 Advertising Creative: Introduction
AMN423 Strategies for Creative Advertising
or
KIP426 Advertising Creative: Copywriting and Art Direction
Plus:
AMN406 Project
or
Two approved electives (including Creative Advertising elective units)

Full Time, Semester 1 (for continuing students only)

Year 1, Semester 1

AMN400 Consumer Behaviour
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
KIP424 Advertising Creative: Introduction

Year 1, Semester 2

AMN442 Marketing Management
AMN423 Strategies for Creative Advertising
Or
KIP426 Advertising Creative: Copywriting and Art Direction
AMN403 Marketing and Survey Research
One unit from Foundation Studies List

Year 2, Semester 1

AMN422 Media Strategy

Full Time, Semester 2 (for continuing students only)

Year 1, Semester 2

AMN400 Consumer Behaviour
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
KIP424 Advertising Creative: Introduction

Year 2, Semester 1

AMN442 Marketing Management
AMN422 Media Strategy
AMN403 Marketing and Survey Research
One unit from Foundation Studies List

Year 2, Semester 2

AMN423 Strategies for Creative Advertising
Or
KIP426 Advertising Creative: Copywriting and Art Direction
One unit from Foundation Studies List
Plus:
AMN406 Project
Or
Two approved AMN or Creative Advertising Elective units

Part Time, Semester 1 (for continuing students only)

Year 1, Semester 1

AMN400 Consumer Behaviour
AMN420 Advertising Management

Year 1, Semester 2

AMN421 Contemporary Issues in Advertising
KIP424 Advertising Creative: Introduction

Year 2, Semester 1

AMN442 Marketing Management
AMN403 Marketing and Survey Research

Year 2, Semester 2

AMN423 Strategies for Creative Advertising
Or
KIP426 Advertising Creative: Copywriting and Art Direction
One unit from Foundation Studies List

Year 3, Semester 1

AMN422 Media Strategy
One unit from Foundation Studies List

Year 3, Semester 2

AMN406 Project
Or
Two approved AMN or Creative Advertising
Elective units

Part Time, Semester 2 (for continuing students only)

Year 1, Semester 2

AMN420 Advertising Management
AMN400 Consumer Behaviour

Year 2, Semester 1

KIP424 Advertising Creative: Introduction
AMN421 Contemporary Issues in Advertising

Year 2, Semester 2

AMN442 Marketing Management
AMN403 Marketing and Survey Research

Year 3, Semester 1

AMN422 Media Strategy
One unit from Foundation Studies List

Year 3, Semester 2

AMN423 Strategies for Creative Advertising
Or
KIP426 Advertising Creative: Copywriting and Art
Direction
One unit from Foundation Studies List

Year 4, Semester 1

AMN406 Project
Or
Two approved AMN or Creative Advertising
Elective units

Potential Careers:

Account Executive, Accountant, Advertising Professional.

Master of Business (Accounting) - Advanced (BS17)

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Stuart Tooley

Campus: Gardens Point

Overview

This course provides advanced-level studies for those students with an appropriate accountancy degree.

The Master of Business (Accounting) - Advanced is a two year full-time equivalent program, and like the Master of Business (Accounting) is designed to extend your real-world accountancy knowledge and skills. The advanced program offers the advantage of studying additional units in advanced accounting topics.

This course is designed for students who are working or aspire to work in public practice, government or the private sector and who already hold an appropriate accountancy degree. The course has a flexible structure which enables you to construct a program that extends your real-world accountancy knowledge and obtain the skill set that best suits your career aspirations. The discipline studies provide you with an unbeatable mix of the theory and practice required to successfully operate in the accounting profession.

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the

Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(Acc)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Professional recognition

Certain units may assist with preparation for the professional programs offered by CPA Australia; the Association of Chartered Certified Accountants; the Institute of Chartered Accountants in Australia; the National Institute of Accountants as part of their respective membership requirements; and for the Chartered Financial Analysts program.

Entry requirements (domestic and international students)

An undergraduate degree in Accounting with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Articulation

Students who have articulated from the Graduate Certificate in Business Accounting may receive exemptions for up to 48 credit points. Students who have articulated from the Master of Business Accounting may receive up to 144 credit point of exemptions.

Accounting Unit Set (ACQ)

Master of Business (Accounting) (BS17) - Advanced compulsory units

AYN417 Financial Accounting 2

AYN418 Financial Accounting 3

AYN520 Integrated Issues in Professional Practice

Elective Units - select nine units from the following list:

AYN411 Audit and Assurance

FACULTY OF BUSINESS

AYN415	External Reporting Issues
AYN424	International Accounting
AYN426	International Capital Markets Law and Regulation
AYN433	Research Topics in Accounting
AYN438	Taxation Law and Practice
AYN442	Superannuation and Wealth Management
AYN453	Financial Forensics and Business Intelligence
AYN454	Forensic Accounting and Investigation
AYN460	Accountancy Work Placement
AYN461	Accountancy Work Integrated Learning
AYN505	Financial Analysis and Business Valuation
AYN506	Strategic Management Accounting
AYN507	Governance Issues in Accounting
BSN404	Project 1
BSN405	Project 2
BSN406	Project 3
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology

An additional four elective units are selected from the following list:

AYN415	External Reporting Issues
AYN424	International Accounting
AYN426	International Capital Markets Law and Regulation
AYN433	Research Topics in Accounting
AYN442	Superannuation and Wealth Management
AYN453	Financial Forensics and Business Intelligence
AYN454	Forensic Accounting and Investigation
AYN460	Accountancy Work Placement
AYN461	Accountancy Work Integrated Learning
AYN505	Financial Analysis and Business Valuation
AYN506	Strategic Management Accounting
AYN507	Governance Issues in Accounting
BSN404	Project 1
BSN405	Project 2
BSN406	Project 3
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology

OR 48 credit points of electives approved by Subject Area Coordinator

OR 48 credit point Dissertation

Note: Students wishing to enrol in a 48 credit point Dissertation must complete units AYN433, BSN502, and either BSN412 and/or BSN414 prior to enrolment in the Dissertation.

Note: Students who are considering future study towards a Research Masters or PhD should complete BSN502, AYN433 and at least one of BSN412 or BSN414. Please contact the School of Accountancy Research Students Coordinator for more information.

Accounting Unit Set (ACQ) (for continuing students only)

Part A - Compulsory Units (48 credit points):

AYN412	Company Law
AYN418	Financial Accounting 3
AYN438	Taxation Law and Practice

One elective unit as approved by the Subject Area Coordinator

Part B - Accounting Area Studies (96 credit points)

AYN424	International Accounting
AYN454	Forensic Accounting and Investigation
AYN505	Financial Analysis and Business Valuation
AYN507	Governance Issues in Accounting
AYN520	Integrated Issues in Professional Practice

Plus three approved elective units.

Part C - Advanced Study Area (84 credit points)

Plus 48 credit points from:

Approved Elective Units:

AYN411	Audit and Assurance
AYN415	External Reporting Issues
AYN426	International Capital Markets Law and Regulation
AYN433	Research Topics in Accounting
AYN442	Superannuation and Wealth Management
AYN453	Financial Forensics and Business Intelligence
AYN506	Strategic Management Accounting
AYN460	Accountancy Work Placement
AYN461	Accountancy Work Integrated Learning
BSN404	Project 1
BSN405	Project 2
BSN406	Project 3
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology

• 48 credit points of electives approved by the Subject Area Coordinator

• 48 credit point dissertation

NOTE: For BSN404, BSN405 and BSN406 units: Enrolment in these units requires the prior approval of the Subject Area Coordinator.

NOTE: For BSN412, BSN414 and BSN502 units: Students who are considering future study towards a research Masters or PhD should complete AYN433, BSN502 & at least

one of BSN412 or BSN414. Please contact the School of Accountancy Research Students Coordinator for more information.

Potential Careers:

Accountant.

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

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Peter Whelan

Campus: Gardens Point

Overview

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

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

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

The course also extends your knowledge if you are a graduate from a professional association such as FINSIA and may assist with preparation for the Chartered Financial Analysts (CFA) program.

The Master of Business (Applied Finance) - Advanced is fully compliant under ASIC's RG146 training standard, which allows graduates to give financial product advice to retail clients. For specific information, please refer to ASIC's RG146 document and RG146 register.

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12

credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(AppFin)

Professional recognition

Graduate will meet the academic component of requirements for Senior Associate membership of the Financial Services Institute of Australasia, and are entitled to full ASIC RG146 Tier 1 accreditation to provide financial product advice. Graduates may also meet the academic component of the requirements for the professional level membership of the Finance and Treasury Association Limited-Certified Finance and Treasury Professional, depending on prior study and elective chosen.

Entry requirements (domestic and international students)

An undergraduate degree or equivalent in any field other than Finance, with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale). Applicants interested in the Applied Finance specialisation who have an undergraduate degree in Finance should contact the Graduate School of Business to determine whether an advanced Applied Finance program can be devised.

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

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

- IELTS: overall band score of 6.0 with no sub-band below 5.0; or
- TOEFL: 550 (paper-based), 213 (computerised) ie 80 with at least 18 in all bands (Internet Based)(if TOEFL permitted

by visa requirements).

Pathways programs (international students)

Pathways units are designed for academically qualified students who do not meet the language requirements. For information and entry requirements for Pathways, please see the Master of Business - Advanced overview.

Articulation

Students who have articulated from the Graduate Certificate in Business Applied Finance may receive exemptions for up to 48 credit points. Students who have articulated from the Master of Business Applied Finance program may receive up to 144 credit point of exemptions.

Applied Finance Unit Set (AFQ)

Master of Business Applied Finance Advance Compulsory Units

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- EFN420 Introduction To Financial Management
- AYN456 Business and Corporations Law
- EFN415 Security Analysis
- EFN412 Advanced Managerial Finance

Plus 6 units from:

- EFN410 Economic and Financial Modelling
 - EFN414 International Finance
 - EFN416 Treasury and Portfolio Management
 - EFN421 Financial Planning and Strategies
 - EFN501 Corporate and Commercial Lending
 - EFN505 Financial Risk Management
 - EFN507 Advanced Capital Budgeting
 - BSN404 Project 1
- Faculty of Business Postgraduate Option Units (maximum of 24 credit points)

Plus an additional 48 Credit Points from either:

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

Full-time, Semester 1 Entry

Year 1, Semester 1

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- EFN420 Introduction To Financial Management
- AYN456 Business and Corporations Law

Year 1, Semester 1

- EFN412 Advanced Managerial Finance

- EFN415 Security Analysis
- Plus 2 Units from:
- EFN414 International Finance
- EFN421 Financial Planning and Strategies
- Faculty of Business Postgraduate Option Unit

Year 2, Semester 1

- Four units from:
- EFN410 Economic and Financial Modelling
- EFN416 Treasury and Portfolio Management
- EFN421 Financial Planning and Strategies
- EFN501 Corporate and Commercial Lending
- EFN505 Financial Risk Management
- BSN404 Project 1
- Faculty of Business Postgraduate Option Unit

Year 2, Semester 2

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

Full-time, Semester 2 Entry

Year 1, Semester 2

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- EFN420 Introduction To Financial Management
- AYN456 Business and Corporations Law

Year 2, Semester 1

- EFN412 Advanced Managerial Finance
- EFN415 Security Analysis
- Plus 2 Units from:
- EFN416 Treasury and Portfolio Management
- EFN421 Financial Planning and Strategies
- Faculty of Business Postgraduate Option Unit

Year 2, Semester 2

- 4 Units from:
- EFN410 Economic and Financial Modelling
- EFN414 International Finance
- EFN421 Financial Planning and Strategies
- EFN505 Financial Risk Management
- EFN507 Advanced Capital Budgeting
- BSN404 Project 1
- Faculty of Business Postgraduate Option Unit

Year 3, Semester 1

- 48 Credit Points from either:

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

Plus 2 Units from:

- EFN414 International Finance
- EFN421 Financial Planning and Strategies
- BSN404 Project 1
- Elective Unit

Applied Finance Unit Set (AFQ) (for continuing students only)

Part A - Compulsory Units (48 credit points):

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- EFN420 Introduction To Financial Management
- AYN456 Business and Corporations Law

Part B - Accounting Area Studies (96 credit points)

- EFN412 Advanced Managerial Finance
- EFN415 Security Analysis

Plus six from:

- EFN410 Economic and Financial Modelling
- EFN414 International Finance
- EFN416 Treasury and Portfolio Management
- EFN421 Financial Planning and Strategies
- EFN501 Corporate and Commercial Lending
- EFN505 Financial Risk Management
- EFN507 Advanced Capital Budgeting
- BSN404 Project 1

or Elective units (maximum of 2)

Plus an additional 48 Credit Points from either:

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

Unit Substitution

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator in conjunction with approval from the Course Coordinator.

Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- EFN420 Introduction To Financial Management
- AYN456 Business and Corporations Law

Year 1, Semester 2

- EFN412 Advanced Managerial Finance
- EFN415 Security Analysis

Year 2, Semester 1

4 Units from:

- EFN410 Economic and Financial Modelling
- EFN416 Treasury and Portfolio Management
- EFN421 Financial Planning and Strategies
- EFN501 Corporate and Commercial Lending
- EFN505 Financial Risk Management
- BSN404 Project 1
- Elective Unit

Year 3, Semester 1

48 Credit Points from either:

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

Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- EFN420 Introduction To Financial Management
- AYN456 Business and Corporations Law

Year 2, Semester 1

- EFN412 Advanced Managerial Finance
- EFN415 Security Analysis
- Plus 2 Units from:
- EFN410 Economic and Financial Modelling
- EFN416 Treasury and Portfolio Management
- EFN421 Financial Planning and Strategies
- BSN404 Project 1
- Elective Unit

Year 2, Semester 2

Four units from:

- EFN410 Economic and Financial Modelling
- EFN414 International Finance
- EFN421 Financial Planning and Strategies
- EFN505 Financial Risk Management
- EFN507 Advanced Capital Budgeting
- BSN404 Project 1
- Elective Unit

Year 3, Semester 1

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

Part Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

- EFN405 Managerial Economics
- EFN406 Managerial Finance

Year 1, Semester 2

- EFN420 Introduction To Financial Management
- AYN456 Business and Corporations Law

Year 2, Semester 1

- EFN412 Advanced Managerial Finance
- EFN415 Security Analysis

Year 2, Semester 2

Two units from Part B Applied Finance list

Year 3, Semester 1

Two units from Part B Applied Finance list

Year 3, Semester 2

Two units from Part B Applied Finance list

Year 4, Semester 1 and 2

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

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

- EFN405 Managerial Economics
- EFN406 Managerial Finance

Year 2, Semester 1

- EFN420 Introduction To Financial Management
- AYN456 Business and Corporations Law

Year 2, Semester 2

- EFN412 Advanced Managerial Finance
- EFN415 Security Analysis

Year 3, Semester 1

Two units from Part B Applied Finance list

Year 3, Semester 2

Two units from Part B Applied Finance list

Year 4, Semester 1

Two units from Part B Applied Finance list

Year 4, Semester 2 and Year 5, Semester 1

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

Potential Careers:

Banking and Finance Professional.

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

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Dr Robert Thompson

Campus: Gardens Point

Overview

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

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

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

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

Why choose this course

The Human Resource Management program is designed to increase the skills of both specialists and line managers and meet the individual learning goals and career aspirations of each student. The program provides flexibility for the busy professional to complete the degree part-time, focusing on real-world work issues of personal relevance.

All students complete the degree with a capstone project that consolidates learning through application to the student's own workplace or other organisations.

There are a variety of delivery modes including face-to-face weekly sessions, block delivery days, projects and online-supported delivery.

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(HRM)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Career outcomes

The program is accredited with the Australian Human Resources Institute and as such prepares graduates for careers in generalist or specialist human resource professional roles. Generalist positions include human resources assistant, officer, manager or director and these may be located in corporate and private firms as well as public institutions. Specialist positions may include those involved with employment relations, recruitment and placement consulting, training and development specialists, management and executive coaching, as well as consulting careers.

Entry requirements (domestic and international students)

An undergraduate degree or equivalent with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements (international students)

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

postgraduate coursework courses:

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

Further Information

To ensure HRM students are provided with a selection of units that best suits their prior knowledge and experience, HRM students must contact Narelle Prior on 3138 6701 or email n.prior@qut.edu.au.

Human Resource Management Unit Set

HRM Unit Set

- MGN409 Introduction to Management
 - MGN410 Employment Relations
 - MGN412 People in Organisations
 - MGN440 Designing Effective and Sustainable Organisations
- Eight units from:
- MGN421 Strategic HRM
 - MGN423 Contemporary Strategic Analysis
 - MGN431 Strategic Human Resource Development
 - MGN433 Managing High-Performance Organisations
 - MGN441 Leadership and Executive Coaching
 - MGN442 Self Leadership
 - MGN443 Talent Management
 - MGN505 Consulting and Change Management
 - MGN506 Contemporary Issues in Human Resource Management
 - MGN509 HRM Project 1
 - MGN510 HRM Project 2

Complementary Studies

- 48 Credit Points from either:
 - (1) Further advanced HRM Studies
 - (2) 48 cp from another Business stream; OR
 - (3) 48 cp Dissertation

Full-time, Semester 1 Entry

Year 1, Semester 1

- MGN409 Introduction to Management
 - MGN412 People in Organisations
 - MGN440 Designing Effective and Sustainable Organisations
- Plus one unit from Part B Human Resource Management list

Year 1, Semester 2

- MGN410 Employment Relations
- MGN506 Contemporary Issues in Human Resource Management

Plus two units from Part B Human Resource Management list

Year 2, Semester 1

- MGN421 Strategic HRM
- Plus three units from Part B Human Resource Management list

Year 2, Semester 2

- 48 Credit Points from either:
 - (1) Further advanced HRM Studies
 - (2) 48cp from another Business stream
 - (3) 48cp Dissertation

Full-time, Semester 2 Entry

Year 1, Semester 2

- MGN409 Introduction to Management
 - MGN410 Employment Relations
 - MGN440 Designing Effective and Sustainable Organisations
- Plus one unit from Part B Human Resource Management list

Year 2, Semester 1

- MGN412 People in Organisations
 - MGN506 Contemporary Issues in Human Resource Management
- Plus two units from Part B Human Resource Management list

Year 2, Semester 2

- MGN421 Strategic HRM
- Plus three units from Part B Human Resource Management list

Year 3, Semester 1

- 48 Credit Points from either:
 - (1) Further advanced HRM Studies
 - (2) 48cp from another Business stream
 - (3) 48cp Dissertation

Part-time, Semester 1 Entry

Year 1, Semester 1

- MGN409 Introduction to Management
- MGN412 People in Organisations

Year 1, Semester 2

- MGN410 Employment Relations
- MGN440 Designing Effective and Sustainable Organisations

Year 2, Semester 1

- MGN506 Contemporary Issues in Human Resource Management

One unit from Part B Human Resource Management list

Year 2, Semester 2

Two units from Part B Human Resource Management list

Year 3, Semester 1

Two units from Part B Human Resource Management list

Year 3, Semester 2

MGN421 Strategic HRM

One unit from Part B Human Resource Management list

Year 4, Semester 1 and 2

48 Credit Points from either:
 (1) Further advanced HRM Studies
 (2) 48cp from another Business stream
 (3) 48cp Dissertation

Part-time, Semester 2 Entry

Year 1, Semester 2

MGN409 Introduction to Management

MGN410 Employment Relations

Year 2, Semester 1

MGN412 People in Organisations

MGN440 Designing Effective and Sustainable Organisations

Year 2, Semester 2

MGN506 Contemporary Issues in Human Resource Management

One unit from Part B Human Resource Management list

Year 3, Semester 1

Two units from Part B Human Resource Management list

Year 3, Semester 2

Two units from Part B Human Resource Management list

Year 4, Semester 1

MGN421 Strategic HRM

One unit from Part B Human Resource Management list

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:
 (1) Further advanced HRM Studies
 (2) 48cp from another Business stream
 (3) 48cp Dissertation

Human Resource Management Unit Set (HRQ) (for

continuing Students only)

Part A – Compulsory Units (48 credit points):

MGN409 Introduction to Management

MGN410 Employment Relations

MGN412 People in Organisations

MGN440 Designing Effective and Sustainable Organisations

Part B - HRM Area Studies (96 credit points):

Eight units from:

MGN421 Strategic HRM

MGN423 Contemporary Strategic Analysis

MGN431 Strategic Human Resource Development

MGN433 Managing High-Performance Organisations

MGN441 Leadership and Executive Coaching

MGN442 Self Leadership

MGN443 Talent Management

MGN505 Consulting and Change Management

MGN506 Contemporary Issues in Human Resource Management

Part C - Plus an additional 48 Credit Points from either:

48 Credit Points from either:

(1) Further advanced HRM Studies

(2) 48 cp from another Business stream

(3) 48 cp Dissertation

Important Note:

NOTE: To ensure that the program builds on your prior academic and work experience and is consistent with your planned professional development, each participant in the HRM major should have a program plan. To obtain or renegotiate your plan, please consult with the subject area coordinator.

Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

MGN409 Introduction to Management

MGN412 People in Organisations

MGN440 Designing Effective and Sustainable Organisations

MGN506 Contemporary Issues in Human Resource Management

Year 1, Semester 2

MGN410 Employment Relations

Plus three units from Part B Human Resource Management list

Year 2, Semester 1

MGN421 Strategic HRM

Plus three units from Part B Human Resource Management list

Year 2, Semester 2

- 48 Credit Points from either:
- (1) Further advanced HRM Studies
 - (2) 48cp from another Business stream
 - (3) 48cp Dissertation

Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

- MGN409 Introduction to Management
 MGN410 Employment Relations
 MGN440 Designing Effective and Sustainable Organisations
 MGN506 Contemporary Issues in Human Resource Management

Year 2, Semester 1

- MGN412 People in Organisations
 Plus three units from Part B Human Resource Management list

Year 2, Semester 2

- MGN421 Strategic HRM
 Plus three units from Part B Human Resource Management list

Year 3, Semester 1

- 48 Credit Points from either:
- (1) Further advanced HRM Studies
 - (2) 48cp from another Business stream
 - (3) 48cp Dissertation

Part Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

- MGN409 Introduction to Management
 MGN412 People in Organisations

Year 1, Semester 2

- MGN410 Employment Relations
 MGN440 Designing Effective and Sustainable Organisations

Year 2, Semester 1

- MGN506 Contemporary Issues in Human Resource Management
 One unit from Part B Human Resource Management list

Year 2, Semester 2

Two units from Part B Human Resource Management list

Year 3, Semester 1

Two units from Part B Human Resource Management list

Year 3, Semester 2

- MGN421 Strategic HRM
 One unit from Part B Human Resource Management list

Year 4, Semester 1 and 2

- 48 Credit Points from either:
- (1) Further advanced HRM Studies
 - (2) 48cp from another Business stream
 - (3) 48cp Dissertation

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

- MGN409 Introduction to Management
 MGN410 Employment Relations

Year 2, Semester 1

- MGN412 People in Organisations
 MGN440 Designing Effective and Sustainable Organisations

Year 2, Semester 2

- MGN506 Contemporary Issues in Human Resource Management
 One unit from Part B Human Resource Management list

Year 3, Semester 1

Two units from Part B Human Resource Management list

Year 3, Semester 2

Two units from Part B Human Resource Management list

Year 4, Semester 1

- MGN421 Strategic HRM
 One unit from Part B Human Resource Management list

Year 4, Semester 2 and Year 5, Semester 1

- 48 Credit Points from either:
- (1) Further advanced HRM Studies
 - (2) 48cp from another Business stream
 - (3) 48cp Dissertation

Potential Careers:

Human Resource Developer, Human Resource Manager.

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

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

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

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

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

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

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(IMC)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

An undergraduate degree or equivalent with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements (international students)

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

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

Integrated Marketing Communication Unit Set

Integrated Marketing Communication Unit Set

AMN465	Public Relations Management
AMN420	Advertising Management
OR	null
AMN442	Marketing Management
PLUS	24 credit points from the Complementary Studies list below:
AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN403	Marketing and Survey Research
AMN404	Readings in Integrated Marketing Communication
AMN405	Cases in Integrated Marketing Communication
AMN406	Project
AMN420	Advertising Management
OR	null

AMN442 Marketing Management
 Additional Complementary Studies units:
 EITHER 48 credit points from another business discipline
 OR Dissertation (48 credit points) *
 null
 * Students wishing to enrol in the Dissertation must firstly complete BSN502 and BSN412

Year 3, Semester 1

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

Part-time, Semester 1 Entry

Year 1, Semester 1

AMN400 Consumer Behaviour
 AMN401 Integrated Marketing Communication

Year 1, Semester 2

AMN442 Marketing Management
 AMN420 Advertising Management

Year 2, Semester 1

AMN403 Marketing and Survey Research
 One unit from Complementary Studies List

Year 2, Semester 2

AMN404 Readings in Integrated Marketing Communication
 One unit from Complementary Studies List

Year 3, Semester 1

AMN465 Public Relations Management
 AMN405 Cases in Integrated Marketing Communication

Year 3, Semester 2

AMN406 Project

Year 4, Semester 1 and 2

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

Part-time, Semester 2 Entry

Year 1, Semester 2

AMN400 Consumer Behaviour
 AMN401 Integrated Marketing Communication

Year 2, Semester 1

AMN442 Marketing Management
 AMN420 Advertising Management

Year 2, Semester 2

AMN403 Marketing and Survey Research
 One unit from Complementary Studies List

Year 3, Semester 1

AMN404 Readings in Integrated Marketing Communication

Full-time, Semester 1 Entry

Year 1, Semester 1

AMN442 Marketing Management
 AMN420 Advertising Management
 AMN401 Integrated Marketing Communication
 AMN400 Consumer Behaviour

Year 1, Semester 2

AMN403 Marketing and Survey Research
 AMN404 Readings in Integrated Marketing Communication
 AMN465 Public Relations Management
 One unit from Complementary Studies List

Year 2, Semester 1

AMN405 Cases in Integrated Marketing Communication
 AMN406 Project
 One unit from Complementary Studies List

Year 2, Semester 2

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

Full-time, Semester 2 Entry

Year 1, Semester 2

AMN442 Marketing Management
 AMN420 Advertising Management
 AMN401 Integrated Marketing Communication
 AMN400 Consumer Behaviour

Year 2, Semester 1

AMN403 Marketing and Survey Research
 AMN404 Readings in Integrated Marketing Communication
 AMN465 Public Relations Management
 One unit from Complementary Studies List

Year 2, Semester 2

AMN405 Cases in Integrated Marketing Communication
 AMN406 Project
 One unit from Complementary Studies List

One unit from Complementary Studies List

Year 3, Semester 2

AMN405 Cases in Integrated Marketing Communication
AMN465 Public Relations Management

Year 4, Semester 1

AMN406 Project

Year 4, Semester 2 and Year 5, Semester 1

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

Integrated Marketing Communication Unit Set (IMQ) (for continuing students only)

Part A – Compulsory Units (48 credit points):

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

Part B - Integrated Marketing Communication Area Studies (96 credit points):

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN404 Readings in Integrated Marketing Communication
AMN405 Cases in Integrated Marketing Communication
AMN406 Project
AMN420 Advertising Management
AMN465 Public Relations Management

Part C - Plus an additional 48 Credit Points from either:

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

Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

AMN442 Marketing Management
AMN420 Advertising Management
AMN401 Integrated Marketing Communication
AMN400 Consumer Behaviour

Year 1, Semester 2

AMN403 Marketing and Survey Research
AMN404 Readings in Integrated Marketing Communication
AMN465 Public Relations Management
One unit from Foundation Studies List

Year 2, Semester 1

AMN405 Cases in Integrated Marketing Communication
AMN406 Project
One unit from Foundation Studies List

Year 2, Semester 2

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

Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

AMN442 Marketing Management
AMN420 Advertising Management
AMN401 Integrated Marketing Communication
AMN400 Consumer Behaviour

Year 2, Semester 1

AMN403 Marketing and Survey Research
AMN404 Readings in Integrated Marketing Communication
AMN465 Public Relations Management
One unit from Foundation Studies List

Year 2, Semester 2

AMN405 Cases in Integrated Marketing Communication
AMN406 Project
One unit from Foundation Studies List

Year 3, Semester 1

48 Credit Points from either:
(1) 48cp from another Business stream
(2) 48CP Dissertation

Part Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication

Year 1, Semester 2

AMN442 Marketing Management
AMN420 Advertising Management

Year 2, Semester 1

AMN403 Marketing and Survey Research
One unit from Foundation Studies List

Year 2, Semester 2

AMN404 Readings in Integrated Marketing Communication
One unit from Foundation Studies List

Year 3, Semester 1

- AMN465 Public Relations Management
- AMN405 Cases in Integrated Marketing Communication

Year 3, Semester 2

- AMN406 Project

Year 4, Semester 1 and 2

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

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

- AMN400 Consumer Behaviour
- AMN401 Integrated Marketing Communication

Year 2, Semester 1

- AMN442 Marketing Management
- AMN420 Advertising Management

Year 2, Semester 2

- AMN403 Marketing and Survey Research
- One unit from Foundation Studies List

Year 3, Semester 1

- AMN404 Readings in Integrated Marketing Communication
- One unit from Foundation Studies List

Year 3, Semester 2

- AMN405 Cases in Integrated Marketing Communication
- AMN465 Public Relations Management

Year 4, Semester 1

- AMN406 Project

Year 4, Semester 2 and Year 5, Semester 1

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

Potential Careers:

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

Master of Business (International Business) - Advanced (BS17)

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

Rules, regulations, government policy and the diversity of cultures and consumer needs and preferences all impact on how companies do business across borders.

International business skills are in high demand. These skills incorporate ethics, sensitivity and responsiveness to local cultures in new and diverse markets, while at the same time providing the planning, decision-making and strategic management these highly competitive operations need.

The international business environment is explored across a range of business disciplines, including accounting, finance, logistics, management and marketing.

The International Business program will give you the expertise and skills to succeed in organisations both in Australia and around the world, including multinational enterprises, smaller firms operating across borders, government agencies and consulting firms that serve international companies.

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

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in

a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(IntBus)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

An undergraduate degree or equivalent with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements (international students)

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

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

International Business Unit Set

International Business Unit Set	
EFN405	Managerial Economics
EFN406	Managerial Finance
MGN447	Managing in a Globalised Economy
	One unit from the Complementary Studies List
MGN448	Negotiating Across Borders
AMN430	International Logistics Management
AMN431	Marketing Internationally
AYN424	International Accounting
	or
LWS075	International Business and Law
	Plus two from:
MGN444	Business in Asia
MGN445	Business in Europe
MGN446	Business in Australia
	PLUS: Two units from Complementary Studies List

COMPLEMENTARY STUDIES

48 Credit Points from either:

(1) 48cp minor from another Business stream;
OR

(2) 48 cp from Dissertation

Full-time, Semester 1 Entry (Structure A)

STRUCTURE A

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 1

- EFN405 Managerial Economics
- MGN447 Managing in a Globalised Economy
- AMN430 International Logistics Management
- Plus choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 1, Semester 2

- EFN406 Managerial Finance
- AMN431 Marketing Internationally
- AYN424 International Accounting
- One unit from Complementary Studies List

Year 2, Semester 1

- MGN448 Negotiating Across Borders
- Two Complementary Studies Units
- Plus choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 2, Semester 2

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

Full-time, Semester 2 Entry (Structure A)

STRUCTURE A

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 2

- MGN447 Managing in a Globalised Economy
- AMN431 Marketing Internationally
- Choose one from:
- MGN444 Business in Asia

MGN446 Business in Australia

Year 2, Semester 1

- EFN405 Managerial Economics
- EFN406 Managerial Finance
- AMN430 International Logistics Management
- Plus choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 2, Semester 2

- MGN448 Negotiating Across Borders
- AYN424 International Accounting
- One unit from the Complementary Studies List
- Two Complementary Studies Units

Year 3, Semester 1

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

Part-time, Semester 1 Entry (Structure A)

STRUCTURE A

Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 1

- MGN447 Managing in a Globalised Economy
- Choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 1, Semester 2

- EFN405 Managerial Economics
- AMN430 International Logistics Management

Year 2, Semester 1

- EFN406 Managerial Finance
- One unit from the Complementary Studies List

Year 2, Semester 2

- AMN431 Marketing Internationally
- AYN424 International Accounting

Year 3, Semester 1

- MGN448 Negotiating Across Borders
- Choose one from:
- MGN444 Business in Asia

MGN445 Business in Europe
MGN446 Business in Australia

Year 3, Semester 2

Two Complementary Studies Units

Year 4, Semester 1 and 2

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

Part-time, Semester 2 Entry (Structure A)

STRUCTURE A

Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy
AMN430 International Logistics Management

Year 2, Semester 1

AMN431 Marketing Internationally
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 2, Semester 2

EFN406 Managerial Finance
AYN424 International Accounting

Year 3, Semester 1

EFN405 Managerial Economics
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 3, Semester 2

MGN448 Negotiating Across Borders
One unit from the Complementary Studies List

Year 4, Semester 1

Two Complementary Studies Units

Year 4, Semester 2 and Year 5, Semester 1

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

Full-time, Semester 1 Entry (Structure B)

STRUCTURE B

Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy
AMN430 International Logistics Management
EFN405 Managerial Economics
Plus choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 1, Semester 2

AMN431 Marketing Internationally
EFN406 Managerial Finance
One unit from the Complementary Studies List
Complementary Studies Unit

Year 2, Semester 1

MGN448 Negotiating Across Borders
LWS075 International Business and Law
Complementary Studies Unit
Plus choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 2, Semester 2

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

Full-time, Semester 2 Entry (Structure B)

STRUCTURE B

Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy
AMN431 Marketing Internationally
EFN406 Managerial Finance
Choose one from:
MGN444 Business in Asia
MGN446 Business in Australia

Year 2, Semester 1

LWS075 International Business and Law

EFN405 Managerial Economics
 AMN430 International Logistics Management
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 2, Semester 2

MGN448 Negotiating Across Borders
 Two Complementary Studies Units
 One unit from Complementary Studies List

Year 3, Semester 1

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

Part-time, Semester 1 Entry (Structure B)

STRUCTURE B

Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 1, Semester 2

AMN430 International Logistics Management
 AMN431 Marketing Internationally

Year 2, Semester 1

EFN406 Managerial Finance
 LWS075 International Business and Law

Year 2, Semester 2

EFN405 Managerial Economics
 One unit from the Complementary Studies List

Year 3, Semester 1

MGN448 Negotiating Across Borders
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 3, Semester 2

Two Complementary Studies Units

Year 4, Semester 1

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

Part-time, Semester 2 Entry (Structure B)

STRUCTURE B

Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy
 EFN405 Managerial Economics

Year 2, Semester 1

AMN431 Marketing Internationally
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 2, Semester 2

AMN430 International Logistics Management
 One unit from the Complementary Studies List

Year 3, Semester 1

EFN406 Managerial Finance
 Choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 3, Semester 2

MGN448 Negotiating Across Borders
 Complementary Studies Unit

Year 4, Semester 1

LWS075 International Business and Law
 Complementary Studies Unit

Year 4, Semester 2 and Year 5, Semester 1

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

International Business Unit Set (IBQ) (for continuing students only)

Part A – Compulsory Units (48 credit points):

EFN405 Managerial Economics

EFN406 Managerial Finance
 MGN447 Managing in a Globalised Economy
 One unit from the Foundation Studies List

AYN424 International Accounting
 One unit from the Foundation Studies List

Part B - International Business Area Studies (96 credit points):

MGN448 Negotiating Across Borders
 AMN430 International Logistics Management
 AMN431 Marketing Internationally
 AYN424 International Accounting
 or
 LWS075 International Business and Law
 Plus two from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia
 Plus two Approved Electives

Year 2, Semester 1

MGN448 Negotiating Across Borders
 Two Approved Elective Units
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 2, Semester 2

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

Full Time, Semester 2 Entry (Structure A) (for continuing students only)

Part C - Plus an additional 48 Credit Points from either:

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

STRUCTURE A

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

Important Information

Note: Please note that from 2010, units previously coded "IBN" have been re-coded to reflect School ownership. Unit content is unchanged so students should not re-enrol in units of the same title if previously completed under the old code. Please refer to course notes at the end of this document.

* Students choosing AYN424 should choose Structure A and students choosing LWS075 should choose Structure B.

Full Time, Semester 1 Entry (Structure A) (for continuing students only)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy
 AMN431 Marketing Internationally
 EFN406 Managerial Finance
 Choose one from:
 MGN444 Business in Asia
 MGN446 Business in Australia

Year 2, Semester 1

EFN405 Managerial Economics
 AMN430 International Logistics Management
 One unit from the Foundation Studies List
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

STRUCTURE A

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy
 EFN405 Managerial Economics
 AMN430 International Logistics Management
 Plus choose one from:
 MGN444 Business in Asia
 MGN445 Business in Europe
 MGN446 Business in Australia

Year 2, Semester 2

MGN448 Negotiating Across Borders
 AYN424 International Accounting
 Two Approved Elective Units

Year 3, Semester 1

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

Year 1, Semester 2

EFN406 Managerial Finance
 AMN431 Marketing Internationally

Part Time, Semester 1 Entry (Structure A) (for continuing students only)

STRUCTURE A

Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy

Choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 1, Semester 2

EFN405 Managerial Economics

AMN430 International Logistics Management

Year 2, Semester 1

EFN406 Managerial Finance

One unit from the Foundation Studies List

Year 2, Semester 2

AMN431 Marketing Internationally

AYN424 International Accounting

Year 3, Semester 1

MGN448 Negotiating Across Borders

Choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 3, Semester 2

Two Approved Elective Units

Year 4, Semester 1 and 2

48 Credit Points from either:

(1) 48cp from another Business stream

(2) 48cp Dissertation

Part Time, Semester 2 Entry (Structure A) (for continuing students only)

STRUCTURE A

Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

Year 1, Semester 2

MGN447 Managing in a Globalised Economy

AMN430 International Logistics Management

Year 2, Semester 1

AMN431 Marketing Internationally

Choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 2, Semester 2

EFN406 Managerial Finance

AYN424 International Accounting

Year 3, Semester 1

EFN405 Managerial Economics

Choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 3, Semester 2

MGN448 Negotiating Across Borders

One unit from the Foundation Studies List

Year 4, Semester 1

Two Approved Elective Units

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:

(1) 48cp from another Business stream

(2) 48cp Dissertation

Full Time, Semester 1 Entry (Structure B) (for continuing students only)

STRUCTURE B

Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1

MGN447 Managing in a Globalised Economy

AMN430 International Logistics Management

EFN405 Managerial Economics

Plus choose one from:

MGN444 Business in Asia

MGN445 Business in Europe

MGN446 Business in Australia

Year 1, Semester 2

AMN431 Marketing Internationally

EFN406 Managerial Finance

One unit from the Foundation Studies List

Approved Elective Unit

Year 2, Semester 1

MGN448 Negotiating Across Borders

LWS075 International Business and Law

Approved Elective Unit

Plus choose one from:

- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 2, Semester 2

48 Credit Points from either:

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

Full Time, Semester 2 Entry (Structure B) (for continuing students only)

STRUCTURE B

Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2

- MGN447 Managing in a Globalised Economy
- EFN406 Managerial Finance
- AMN431 Marketing Internationally
- Choose one from:
- MGN444 Business in Asia
- MGN446 Business in Australia

Year 2, Semester 1

- EFN405 Managerial Economics
- LWS075 International Business and Law
- AMN430 International Logistics Management
- Plus choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 2, Semester 2

- MGN448 Negotiating Across Borders
- One unit from Foundation Studies List
- Two Approved Elective Units

Year 3, Semester 1

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

Part Time, Semester 1 Entry (Structure B) (for continuing students only)

STRUCTURE B

Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1

- MGN447 Managing in a Globalised Economy
- Choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 1, Semester 2

- AMN430 International Logistics Management
- AMN431 Marketing Internationally

Year 2, Semester 1

- EFN406 Managerial Finance
- LWS075 International Business and Law

Year 2, Semester 2

- EFN405 Managerial Economics
- One unit from the Foundation Studies List

Year 3, Semester 1

- MGN448 Negotiating Across Borders
- Choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 3, Semester 2

Two Approved Elective Units

Year 4, Semester 1

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

Part Time, Semester 2 Entry (Structure B) (for continuing students only)

STRUCTURE B

Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2

- MGN447 Managing in a Globalised Economy
- EFN405 Managerial Economics

Year 2, Semester 1

- AMN431 Marketing Internationally
- Choose one from:
- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

Year 2, Semester 2

AMN430 International Logistics Management
One unit from the Foundation Studies List

Year 3, Semester 1

EFN406 Managerial Finance
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 3, Semester 2

MGN448 Negotiating Across Borders
Approved Elective Unit

Year 4, Semester 1

LWS075 International Business and Law
Approved Elective Unit

Year 4, Semester 2 and Year 5, Semester 1

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

Discontinued Units and Unit replacement (for continuing students)

Rename of Units

IBN403 replaced by MGN444 Business in Asia
IBN404 replaced by MGN445 Business in Europe
IBN435 replaced by MGN446 Business in Australia
IBN408 replaced by MGN447 Global Business Operations
IBN409 replaced by MGN448 Negotiating across Borders
IBN410 replaced by AMN430 International Logistics Management
IBN421 replaced by AMN431 Marketing Internationally
IBN422 replaced by AMN432 Independent Study - International Business
IBN426 replaced by AMN433 Special Topic on International Business

Potential Careers:

International Business Specialist.

Master of Business (Marketing) - Advanced (BS17)

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

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

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

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in

their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(Marketing)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

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

English language requirements (international students)

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

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

Marketing Unit Set

Marketing Unit Set	
AMN442	Marketing Management
AMN400	Consumer Behaviour
	PLUS 24 credit points from the BS17 Complementary Studies list*
AMN401	Integrated Marketing Communication
AMN403	Marketing and Survey Research
AMN443	Product and Service Innovation
AMN444	Services Marketing
AMN445	Strategic Marketing Management
AMN447	Contemporary Issues in Marketing
AMN406	Project
	COMPLEMENTARY STUDIES
	48 Credit Points from either:
	(1) 48cp from another business discipline; OR
	(2) 48 cp Dissertation

Important Information:

NOTE: Students wishing to enrol in a 48 credit point Dissertation must complete BSN502, and either BSN412 and/or BSN414 prior to enrolment in the Dissertation.

Full-time, Semester 1 Entry

Year 1, Semester 1

AMN400 Consumer Behaviour
 AMN442 Marketing Management
 AMN403 Marketing and Survey Research
 One unit from Complementary Studies List

Year 1, Semester 2

AMN447 Contemporary Issues in Marketing
 Or
 IBN421 Marketing Internationally
 AMN445 Strategic Marketing Management
 AMN401 Integrated Marketing Communication
 One unit from Complementary Studies List

Year 2, Semester 1

AMN444 Services Marketing
 AMN443 Product and Service Innovation
 Plus:
 AMN406 Project
 Or
 Two approved AMN Elective units

Year 2, Semester 2

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

Full-time, Semester 2 Entry

Year 1, Semester 2

AMN400 Consumer Behaviour
 AMN442 Marketing Management
 AMN403 Marketing and Survey Research
 One unit from Complementary Studies List

Year 2, Semester 1

AMN401 Integrated Marketing Communication
 AMN443 Product and Service Innovation
 AMN444 Services Marketing
 One unit from Complementary Studies List

Year 2, Semester 2

AMN445 Strategic Marketing Management
 AMN447 Contemporary Issues in Marketing
 Or
 IBN421 Marketing Internationally
 Plus:
 AMN406 Project
 Or
 Two approved AMN Elective units

Year 3, Semester 1

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

Part-time, Semester 1 Entry

Year 1, Semester 1

AMN442 Marketing Management
 AMN403 Marketing and Survey Research

Year 1, Semester 2

AMN400 Consumer Behaviour
 One unit from Complementary Studies List

Year 2, Semester 1

AMN401 Integrated Marketing Communication
 One unit from Complementary Studies List

Year 2, Semester 2

AMN445 Strategic Marketing Management
 AMN447 Contemporary Issues in Marketing
 Or
 IBN421 Marketing Internationally

Year 3, Semester 1

AMN443 Product and Service Innovation
 AMN444 Services Marketing

Year 3, Semester 2

AMN406 Project
 Or
 Two approved AMN Elective units

Year 4, Semester 1 and 2

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

Part-time, Semester 2 Entry

Year 1, Semester 2

AMN442 Marketing Management
 AMN403 Marketing and Survey Research

Year 2, Semester 1

AMN400 Consumer Behaviour
 One unit from Complementary Studies List

Year 2, Semester 2

AMN401 Integrated Marketing Communication
 One unit from Complementary Studies List

Year 3, Semester 1

- AMN443 Product and Service Innovation
 AMN444 Services Marketing

Year 3, Semester 2

- AMN445 Strategic Marketing Management
 AMN447 Contemporary Issues in Marketing
 Or
 IBN421 Marketing Internationally

Year 4, Semester 1

- AMN406 Project
 Or
 Two approved AMN Elective units

Year 4, Semester 2 and Year 5, Semester 1

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

Marketing Unit Set (MKQ) (for continuing students)

Part A – Compulsory Units (48 credit points):

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

Part B - Marketing Area Studies (96 credit points):

- AMN400 Consumer Behaviour
 AMN401 Integrated Marketing Communication
 AMN443 Product and Service Innovation
 AMN444 Services Marketing
 AMN445 Strategic Marketing Management
 AMN447 Contemporary Issues in Marketing
 or
 AMN431 Marketing Internationally
 Plus:
 AMN406 Project
 or
 Two Approved AMN Electives

Part C - Plus an additional 48 Credit Points from either:

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

Full time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

- AMN400 Consumer Behaviour
 AMN442 Marketing Management

- AMN403 Marketing and Survey Research
 One unit from Foundation Studies List

Year 1, Semester 2

- AMN447 Contemporary Issues in Marketing
 Or
 AMN431 Marketing Internationally
 AMN445 Strategic Marketing Management
 AMN401 Integrated Marketing Communication
 One unit from Foundation Studies List

Year 2, Semester 1

- AMN444 Services Marketing
 AMN443 Product and Service Innovation
 Plus:
 AMN406 Project
 Or
 Two approved AMN Elective units

Year 2, Semester 2

- 48 Credits Points from either:
 (1) 48cp from another Business stream
 (2) 48cp Dissertation

Full time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

- AMN400 Consumer Behaviour
 AMN442 Marketing Management
 AMN403 Marketing and Survey Research
 One unit from Foundation Studies List

Year 2, Semester 1

- AMN401 Integrated Marketing Communication
 AMN443 Product and Service Innovation
 AMN444 Services Marketing
 One unit from Foundation Studies List

Year 2, Semester 2

- AMN445 Strategic Marketing Management
 AMN447 Contemporary Issues in Marketing
 Or
 AMN431 Marketing Internationally
 Plus:
 AMN406 Project
 Or
 Two approved AMN Elective units

Year 3, Semester 1

- 48 Credits Points from either:

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

- AMN443 Product and Service Innovation
- AMN444 Services Marketing

Part time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

- AMN442 Marketing Management
- AMN403 Marketing and Survey Research

Year 1, Semester 2

- AMN400 Consumer Behaviour
- One unit from Foundation Studies List

Year 2, Semester 1

- AMN401 Integrated Marketing Communication
- One unit from Foundation Studies List

Year 2, Semester 2

- AMN445 Strategic Marketing Management
- AMN447 Contemporary Issues in Marketing
- Or
- AMN431 Marketing Internationally

Year 3, Semester 1

- AMN443 Product and Service Innovation
- AMN444 Services Marketing

Year 3, Semester 2

- AMN406 Project
- Or
- Two approved AMN Elective units

Year 4, Semester 1 and 2

- 48 Credits Points from either:
- (1) 48cp from another Business stream
- (2) 48cp Dissertation

Part time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

- AMN442 Marketing Management
- AMN403 Marketing and Survey Research

Year 2, Semester 1

- AMN400 Consumer Behaviour
- One unit from Foundation Studies List

Year 2, Semester 2

- AMN401 Integrated Marketing Communication
- One unit from Foundation Studies List

Year 3, Semester 1

Year 3, Semester 2

- AMN445 Strategic Marketing Management
- AMN447 Contemporary Issues in Marketing
- Or
- AMN431 Marketing Internationally

Year 4, Semester 1

- AMN406 Project
- Or
- Two approved AMN Elective units

Year 4, Semester 2 and Year 5, Semester 1

- 48 Credits Points from either:
- (1) 48cp from another Business stream
- (2) 48cp Dissertation

Potential Careers:

Marketing Officer/Manager.

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

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Jo Barraket

Campus: Gardens Point

Overview

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

The Master of Business - Advanced allows you to further your knowledge in another business discipline area with the selection of four approved postgraduate elective units. Alternatively a 48 credit point dissertation may be undertaken.

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(Philanthropy&NpSt)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Events Marketing and Management, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

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

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Articulation

Students who have articulated from the Graduate Certificate in Business Philanthropy and Nonprofit Studies may receive exemptions for up to 48 credit points. Students who have articulated from the Master of Business Philanthropy and Nonprofit Studies program may receive up to 144 credit point of exemptions.

Philanthropy and Nonprofit Studies Unit Set

Research Methodology Units - Select 12 credit point from:

AMN403	Marketing and Survey Research
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology

Master of Business Philanthropy and Nonprofit Studies Advanced Compulsory units

GSN224	Corporate Philanthropy
GSN233	Special Topic in Philanthropy and Nonprofit Studies
GSN481	Philanthropic and Nonprofit Frameworks of Governance

FACULTY OF BUSINESS

GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN484	Management for Philanthropic and Nonprofit Organisations
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector
GSN488	Fundraising Development Principles
GSN489	Fundraising Development Techniques
BSN406	Project 3
	Faculty of Business Postgraduate Option Units (24 credit points)
	12 credit points from the Complimentary Studies List

Plus an additional 48 Credit Points from either:

- (1) Another Business stream
- (2) 48 cp Dissertation

Full-time, Semester 1 Entry

Year 1, Semester 1

	One unit from Complimentary Studies List
GSN233	Special Topic in Philanthropy and Nonprofit Studies 6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN484	Management for Philanthropic and Nonprofit Organisations 6TP3
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector

Year 1, Semester 2

GSN224	Corporate Philanthropy One Unit from:
AMN403	Marketing and Survey Research
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology 6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN488	Fundraising Development Principles 6TP5
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN489	Fundraising Development Techniques

Year 2, Semester 1

BSN406	Project 3
	24 credit points of Faculty of Business Postgraduate Option units

Year 2, Semester 2

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

Full-time, Semester 2 Entry

Year 1, Semester 2

	One unit from Complimentary Studies List
GSN224	Corporate Philanthropy One Unit from:
AMN403	Marketing and Survey Research
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology 6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations 6TP5
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1

GSN233	Special Topic in Philanthropy and Nonprofit Studies 12 credit points of Faculty of Business Postgraduate Option units 6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN484	Management for Philanthropic and Nonprofit Organisations 6TP3
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector

Year 2, Semester 2

BSN406	Project 3
	12 credit points of Faculty of Business Postgraduate Option units 6TP4
GSN488	Fundraising Development Principles 6TP5
GSN489	Fundraising Development Techniques

Year 3, Semester 1

- 48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48cp Dissertation

stream

(2) 48cp Dissertation

Part-time, Semester 1 Entry

Year 1, Semester 1

GSN233 Special Topic in Philanthropy and Nonprofit Studies

6TP2

GSN481 Philanthropic and Nonprofit Frameworks of Governance

6TP3

GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 1, Semester 2

GSN224 Corporate Philanthropy

6TP4

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations

6TP5

GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1

One unit from Complimentary Studies List

6TP2

GSN484 Management for Philanthropic and Nonprofit Organisations

6TP3

GSN487 Marketing for the Nonprofit Sector

Year 2, Semester 2

One Unit from:

AMN403 Marketing and Survey Research

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

6TP4

GSN488 Fundraising Development Principles

6TP5

GSN489 Fundraising Development Techniques

Year 3, Semester 1

24 credit points of Faculty of Business Postgraduate Option units

Year 3, Semester 2

BSN406 Project 3

Year 4, Semester 1 and 2

48 Credit Points from either:

(1) A 48cp minor from another Business

Part-time, Semester 2 Entry

Year 1, Semester 2

GSN224 Corporate Philanthropy

One unit from Complimentary Studies List

Year 2, Semester 1

GSN233 Special Topic in Philanthropy and Nonprofit Studies

6TP2

GSN481 Philanthropic and Nonprofit Frameworks of Governance

6TP3

GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 2, Semester 2

Choose one from:

AMN403 Marketing and Survey Research

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

6TP4

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations

6TP5

GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 3, Semester 1

12 credit points of Faculty of Business Postgraduate Option units

6TP2

GSN484 Management for Philanthropic and Nonprofit Organisations

6TP3

GSN487 Marketing for the Nonprofit Sector

Year 3, Semester 2

12 credit points of Faculty of Business Postgraduate Option units

6TP4

GSN488 Fundraising Development Principles

6TP5

GSN489 Fundraising Development Techniques

Year 4, Semester 1

BSN406 Project 3

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48cp Dissertation

Philanthropy and Nonprofit Studies Unit Set (PSQ) (for continuing students only)

Part A – Compulsory Units (48 credit points):

GSN224	Corporate Philanthropy
GSN233	Special Topic in Philanthropy and Nonprofit Studies
	One unit from the Foundation Studies List
	Plus choose one unit from:
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
AMN403	Marketing and Survey Research

Part B - Philanthropy and Nonprofit Studies Area Studies (96 credit points):

GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN484	Management for Philanthropic and Nonprofit Organisations
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector
GSN488	Fundraising Development Principles
GSN489	Fundraising Development Techniques
BSN406	Project 3
	plus 24 cps of elective studies

Part C - Plus an additional 48 Credit Points from either:

(1) Another Business stream

(2) 48 cp Dissertation

Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

	One unit from Complimentary Studies List
GSN233	Special Topic in Philanthropy and Nonprofit Studies
	6TP2
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN484	Management for Philanthropic and Nonprofit Organisations
	6TP3
GSN483	Ethics for Philanthropic and Nonprofit

Organisations

GSN487 Marketing for the Nonprofit Sector

Year 1, Semester 2

GSN224	Corporate Philanthropy
	One Unit from:
AMN403	Marketing and Survey Research
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
	6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN488	Fundraising Development Principles
	6TP5
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN489	Fundraising Development Techniques

Year 2, Semester 1

BSN406	Project 3
	24 credit points of Faculty of Business Postgraduate Option units

Year 2, Semester 2

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

Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

	One unit from Complimentary Studies List
GSN224	Corporate Philanthropy
	One Unit from:
AMN403	Marketing and Survey Research
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
	6TP4
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
	6TP5
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1

GSN233	Special Topic in Philanthropy and Nonprofit Studies
	12 credit points of Faculty of Business

Postgraduate Option units
6TP2

- GSN481 Philanthropic and Nonprofit Frameworks of Governance
- GSN484 Management for Philanthropic and Nonprofit Organisations
6TP3
- GSN483 Ethics for Philanthropic and Nonprofit Organisations
- GSN487 Marketing for the Nonprofit Sector

Year 2, Semester 2

- BSN406 Project 3
12 credit points of Faculty of Business Postgraduate Option units
6TP4
- GSN488 Fundraising Development Principles
6TP5
- GSN489 Fundraising Development Techniques

Year 3, Semester 1

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

Part Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

- GSN233 Special Topic in Philanthropy and Nonprofit Studies
6TP2
- GSN481 Philanthropic and Nonprofit Frameworks of Governance
6TP3
- GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 1, Semester 2

- GSN224 Corporate Philanthropy
6TP4
- GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
6TP5
- GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1

- One unit from Complimentary Studies List
6TP2
- GSN484 Management for Philanthropic and Nonprofit Organisations
6TP3
- GSN487 Marketing for the Nonprofit Sector

Year 2, Semester 2

- One Unit from:
AMN403 Marketing and Survey Research
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology
6TP4
- GSN488 Fundraising Development Principles
6TP5
- GSN489 Fundraising Development Techniques

Year 3, Semester 1

24 credit points of elective units

Year 3, Semester 2

- BSN406 Project 3

Year 4, Semester 1 and 2

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

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

- GSN224 Corporate Philanthropy
One unit from Complimentary Studies List

Year 2, Semester 1

- GSN233 Special Topic in Philanthropy and Nonprofit Studies
6TP2
- GSN481 Philanthropic and Nonprofit Frameworks of Governance
6TP3
- GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 2, Semester 2

- Choose one from:
AMN403 Marketing and Survey Research
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology
6TP4
- GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
6TP5
- GSN486 Accounting and Finance Issues for

Philanthropic & Nonprofit Organisations

Year 3, Semester 1

12 credit points of Faculty of Business
Postgraduate Option units
6TP2

GSN484 Management for Philanthropic and Nonprofit
Organisations

6TP3

GSN487 Marketing for the Nonprofit Sector

Year 3, Semester 2

12 credit points of Faculty of Business
Postgraduate Option units
6TP4

GSN488 Fundraising Development Principles

6TP5

GSN489 Fundraising Development Techniques

Year 4, Semester 1

BSN406 Project 3

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:

(1) A 48cp minor from another Business
stream

(2) 48cp Dissertation

Potential Careers:

Administrator, Contract Administrator.

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

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Stuart Tooley

Campus: Gardens Point

Overview

The Master of Business (Professional Accounting) - Advanced is a two year full-time program, and like the Master of Business (Professional Accounting), is tailored to provide a formal accredited accounting qualification for graduates from non-accounting disciplines. The Advanced program offers the advantage of studying additional units in advanced topics.

If you are looking to change your career direction or enhance your career options, accountancy is a dynamic profession that will provide you with a sustainable, challenging and diverse range of career paths. Professional accountants are in increasing demand nationally and internationally by organisations throughout the commercial, public and not-for-profit sectors. Accountants can work in commerce and industry, in public or chartered accounting firms, in government organisations or as individual practitioners.

Accounting is central to every business activity, and combining an accounting qualification with an existing degree in another discipline opens up a broad spectrum of career opportunities in Australia and overseas.

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related

to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(ProAcc)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Professional recognition

Professional recognition by the industry bodies, CPA Australia, the Association of Chartered Certified Accountants, the ICAA and the NIA, is considered essential for many careers in accounting. Our close relationships with CPA Australia, ICAA, ACCA and the NIA ensure our courses are developed in conjunction with industry needs and meet the academic component of the requirements for associate membership and enrolment in their professional programs. You may also meet the academic component of the requirements for enrolment in the Graduate Diploma in Applied Corporate Governance at the Chartered Secretaries Australia (CSA) and be eligible for Associate membership of the Taxation Institute of Australia, which will enable enrolment in their Foundation Tax, Applied Tax and Advanced Tax courses.

Entry requirements (domestic and international students)

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

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based)(if TOEFL permitted by visa requirements).

Only non accounting graduates will be admitted to this course. This requirement may be waived for international students with an accounting degree which does not satisfy the membership requirements of the Australian professional bodies.

Articulation

Students who have articulated from the Graduate Certificate in Business Accounting may receive exemptions for up to 48 credit points. Students who have articulated from the Master of Business Professional Accounting may receive up to 144 credit point of exemptions.

Professional Accounting Course Structure

Year 1, Semester 1

- AYN456 Business and Corporations Law
- AYN414 Cost and Management Accounting
- AYN416 Financial Accounting 1
- EFN406 Managerial Finance

Year 1, Semester 2

- AYN417 Financial Accounting 2
- AYN418 Financial Accounting 3
- Plus two units from:
- AYN411 Audit and Assurance
- AYN438 Taxation Law and Practice
- AYN443 Electronic Commerce Cycles
- EFN422 Economics and Data Analysis

Year 2, Semester 1

- AYN520 Integrated Issues in Professional Practice
- Plus three units from the following list of approved electives:
- AYN411 Audit and Assurance
- AYN415 External Reporting Issues
- AYN424 International Accounting
- AYN426 International Capital Markets Law and Regulation
- AYN438 Taxation Law and Practice
- AYN442 Superannuation and Wealth Management
- AYN443 Electronic Commerce Cycles
- AYN453 Financial Forensics and Business Intelligence
- AYN454 Forensic Accounting and Investigation
- AYN460 Accountancy Work Placement
- AYN461 Accountancy Work Integrated Learning
- AYN505 Financial Analysis and Business Valuation
- AYN506 Strategic Management Accounting
- AYN507 Governance Issues in Accounting
- EFN422 Economics and Data Analysis

Note: Completion of units AYN411 & AYN438 are required by the Institute of Chartered Accountants in Australia for entry into the CA Program.

Note: Completion of units AYN443 & EFN422 are required by CPA Australia for Associate Membership and entry into the CPA Program

Year 2, Semester 2

BS17 only: An additional 4 elective units are selected from the list:

- In addition a further four elective units are selected from the list:
- AYN411 Audit and Assurance
 - AYN415 External Reporting Issues
 - AYN424 International Accounting
 - AYN426 International Capital Markets Law and Regulation
 - AYN433 Research Topics in Accounting
 - AYN438 Taxation Law and Practice
 - AYN442 Superannuation and Wealth Management
 - AYN453 Financial Forensics and Business Intelligence
 - AYN454 Forensic Accounting and Investigation
 - AYN460 Accountancy Work Placement
 - AYN461 Accountancy Work Integrated Learning
 - AYN505 Financial Analysis and Business Valuation
 - AYN506 Strategic Management Accounting
 - AYN507 Governance Issues in Accounting
 - BSN404 Project 1
 - BSN405 Project 2
 - BSN406 Project 3
 - BSN412 Qualitative Research and Analytical Techniques
 - BSN414 Quantitative Research Methods
 - BSN502 Research Methodology

NOTE: Enrolment in project units requires prior approval from the Subject Area Coordinator.

Professional Accounting Course Structure (PAQ) (for continuing students only)

Part A – Compulsory Units (48 credit points):

- AYN416 Financial Accounting 1
- EFN405 Managerial Economics
- EFN406 Managerial Finance
- AYN411 Audit and Assurance
- AYN412 Company Law
- AYN414 Cost and Management Accounting
- AYN417 Financial Accounting 2
- AYN418 Financial Accounting 3
- AYN438 Taxation Law and Practice
- AYN443 Electronic Commerce Cycles
- EFN419 Data Analysis

Part B - Professional Accounting Area Studies (96 credit points):

- AYN411 Audit and Assurance
- AYN412 Company Law
- AYN414 Cost and Management Accounting

- AYN417 Financial Accounting 2
- AYN418 Financial Accounting 3
- AYN438 Taxation Law and Practice
- AYN443 Electronic Commerce Cycles
- EFN419 Data Analysis

Part C - Plus an additional 48 Credit Points from either:

48 credit points from either:

- AYN520 Integrated Issues in Professional Practice
Plus 36 credit points of further advanced Accountancy Studies:
- AYN415 External Reporting Issues
- AYN424 International Accounting
- AYN426 International Capital Markets Law and Regulation
- AYN442 Superannuation and Wealth Management
- AYN453 Financial Forensics and Business Intelligence
- AYN454 Forensic Accounting and Investigation
- AYN505 Financial Analysis and Business Valuation
- AYN506 Strategic Management Accounting
- AYN507 Governance Issues in Accounting

OR

- AYN520 Integrated Issues in Professional Practice
Plus 36 credit points of electives approved by the Subject Area Coordinator

NOTE: An opportunity exists for eligible students to learn through work-related experiences:

- AYN460 Accountancy Work Placement
- AYN461 Accountancy Work Integrated Learning

Admission to these units is by application and subsequent approval by the Unit Coordinator.

Note: Students who have completed units EFN405 Managerial Economics & AYN410 Business Law & Ethics must undertake EFN419 Data Analysis & AYN412 Company Law in semester 1/2010 if not previously completed. AYN412 & EFN419 will be discontinued after semester 1/2010.

*Note: Students who have not successfully completed EFN405(& EFN419) or AYN410 (& AYN412) must undertake the following new units:

- AYN456 Business and Corporations Law
- EFN422 Economics and Data Analysis
- AYN520 Integrated Issues in Professional Practice

Plus one Advanced Accounting Unit

For all course progression queries, please contact the Brisbane Graduate School of Business on Level 4 of B Block, Gardens Point campus.

Potential Careers:

Accountant.

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

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

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

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

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

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

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(IMC)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)

An undergraduate degree or equivalent with a minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements (international students)

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

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

Public Relations Unit Set

Public Relations Unit Set	
AMN465	Public Relations Management
AMN403	Marketing and Survey Research
	Two units from Complementary Studies List
AMN460	Corporate and Investor Relations
AMN461	Corporate Media Strategy and Tactics
AMN462	Community Consultation and Engagement
AMN467	Public Relations Campaigns
AMN468	Issues and Crisis Management
	Plus:
AMN406	Project
	and one elective unit
	OR
	Three approved AMN Elective units
	COMPLEMENTARY STUDIES
	48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

Two approved AMN Elective units

Full Time, Semester 1

Year 1, Semester 1

- AMN465 Public Relations Management
- AMN461 Corporate Media Strategy and Tactics
- AMN468 Issues and Crisis Management
- One unit from Foundation Studies List

Year 1, Semester 2

- AMN460 Corporate and Investor Relations
- AMN462 Community Consultation and Engagement
- AMN467 Public Relations Campaigns
- AMN403 Marketing and Survey Research

Year 2, Semester 1

One unit from Foundation Studies List

One approved AMN Elective unit

Plus:

AMN406 Project

Or

Two approved AMN Elective units

Year 2, Semester 2

48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48cp Dissertation

Full Time, Semester 2

Year 1, Semester 2

- AMN465 Public Relations Management
- AMN461 Corporate Media Strategy and Tactics
- AMN460 Corporate and Investor Relations
- One unit from Foundation Studies List

Year 2, Semester 1

- AMN468 Issues and Crisis Management
- AMN403 Marketing and Survey Research
- One unit from Foundation Studies List
- One approved AMN Elective unit

Year 2, Semester 2

- AMN462 Community Consultation and Engagement
- AMN467 Public Relations Campaigns
- Plus:
- AMN406 Project
- Or

Year 3, Semester 1

48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48cp Dissertation

Part Time, Semester 1

Year 1, Semester 1

- AMN461 Corporate Media Strategy and Tactics
- AMN465 Public Relations Management

Year 1, Semester 2

- AMN462 Community Consultation and Engagement
- One unit from Foundation Studies List

Year 2, Semester 1

- AMN403 Marketing and Survey Research
- One unit from Foundation Studies List

Year 2, Semester 2

- AMN460 Corporate and Investor Relations
- AMN467 Public Relations Campaigns

Year 3, Semester 1

- AMN468 Issues and Crisis Management
- One approved AMN Elective unit

Year 3, Semester 2

- AMN406 Project
- Or
- Two approved AMN Elective units

Year 4, Semester 1 and 2

48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48cp Dissertation

Part Time, Semester 2

Year 1, Semester 2

- AMN461 Corporate Media Strategy and Tactics
- AMN465 Public Relations Management

Year 2, Semester 1

- AMN468 Issues and Crisis Management
- One unit from Foundation Studies List

Year 2, Semester 2

- AMN460 Corporate and Investor Relations
- One unit from Foundation Studies List

Year 3, Semester 1

AMN403 Marketing and Survey Research
One approved AMN Elective unit

Year 3, Semester 2

AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns

Year 4, Semester 1

AMN406 Project
Or
Two approved AMN Elective units

Year 4, Semester 2 and Year 5, Semester 1

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

Public Relations Unit Set (PBQ) (for continuing students only)

Part A - 48 credit points

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

Part B - 96 credit points

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

Part C - 48 credit points

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

Important Information

Please note: Continuing students in this major are not permitted to enrol in "external" offerings of any of these units.

Full Time, Semester 1 (for continuing students only)

Year 1, Semester 1

AMN465 Public Relations Management

AMN461 Corporate Media Strategy and Tactics
AMN468 Issues and Crisis Management
One unit from Foundation Studies List

Year 1, Semester 2

AMN460 Corporate and Investor Relations
AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
AMN403 Marketing and Survey Research

Year 2, Semester 1

One unit from Foundation Studies List
One approved AMN Elective unit
Plus:
AMN406 Project
Or
Two approved AMN Elective units

Year 2, Semester 2

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

Full Time, Semester 2 (for continuing students only)

Year 1, Semester 2

AMN465 Public Relations Management
AMN461 Corporate Media Strategy and Tactics
AMN460 Corporate and Investor Relations
One unit from Foundation Studies List

Year 2, Semester 1

AMN468 Issues and Crisis Management
AMN403 Marketing and Survey Research
One unit from Foundation Studies List
One approved AMN Elective unit

Year 2, Semester 2

AMN462 Community Consultation and Engagement
AMN467 Public Relations Campaigns
Plus:
AMN406 Project
Or
Two approved AMN Elective units

Year 3, Semester 1

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

Part Time, Semester 1 (for continuing students only)

Year 1, Semester 1

AMN461 Corporate Media Strategy and Tactics
 AMN465 Public Relations Management

Or

Two approved AMN Elective units

Year 1, Semester 2

AMN462 Community Consultation and Engagement
 One unit from Foundation Studies List

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:

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

Year 2, Semester 1

AMN403 Marketing and Survey Research
 One unit from Foundation Studies List

Potential Careers:

Public Relations Officer/Consultant.

Year 2, Semester 2

AMN460 Corporate and Investor Relations
 AMN467 Public Relations Campaigns

Year 3, Semester 1

AMN468 Issues and Crisis Management
 One approved AMN Elective unit

Year 3, Semester 2

AMN406 Project
 Or
 Two approved AMN Elective units

Year 4, Semester 1 and 2

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

Part Time, Semester 2 (for continuing students only)

Year 1, Semester 2

AMN461 Corporate Media Strategy and Tactics
 AMN465 Public Relations Management

Year 2, Semester 1

AMN468 Issues and Crisis Management
 One unit from Foundation Studies List

Year 2, Semester 2

AMN460 Corporate and Investor Relations
 One unit from Foundation Studies List

Year 3, Semester 1

AMN403 Marketing and Survey Research
 One approved AMN Elective unit

Year 3, Semester 2

AMN462 Community Consultation and Engagement
 AMN467 Public Relations Campaigns

Year 4, Semester 1

AMN406 Project

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

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

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

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation

MBusAdv(SAA)

Other majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations

and Strategic Advertising.

Entry requirements (domestic and international students)

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

English language requirements (international students)

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

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

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

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

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

Strategic Advertising Unit Set

Strategic Advertising Unit Set	
AMN442	Marketing Management
AMN403	Marketing and Survey Research
	Two units from Complementary Studies List
AMN400	Consumer Behaviour
AMN420	Advertising Management
AMN421	Contemporary Issues in Advertising
AMN422	Media Strategy
KIP424	Advertising Creative: Introduction
AMN423	Strategies for Creative Advertising
	Or
KIP426	Advertising Creative: Copywriting and Art Direction
	Plus:
AMN406	Project
	Or
	Two approved electives (including Creative Advertising electives)

COMPLEMENTARY STUDIES

48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

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

Full-time, Semester 1

Year 1, Semester 1

- AMN400 Consumer Behaviour
- AMN420 Advertising Management
- AMN403 Marketing and Survey Research
- KIP424 Advertising Creative: Introduction

Year 1, Semester 2

- AMN442 Marketing Management
- AMN423 Strategies for Creative Advertising
Or
- KIP426 Advertising Creative: Copywriting and Art Direction
- AMN421 Contemporary Issues in Advertising
One unit from Complementary Studies List

Year 2, Semester 1

- AMN422 Media Strategy
One unit from Complementary Studies List
Plus:
- AMN406 Project
Or
Two approved AMN or Creative Advertising Elective units

Year 2, Semester 2

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

Full-time, Semester 2

Year 1, Semester 2

- AMN400 Consumer Behaviour
- AMN420 Advertising Management
- AMN403 Marketing and Survey Research

- KIP424 Advertising Creative: Introduction

Year 2, Semester 1

- AMN442 Marketing Management
- AMN422 Media Strategy
- AMN421 Contemporary Issues in Advertising
One unit from Complementary Studies List

Year 2, Semester 2

- AMN423 Strategies for Creative Advertising
Or
- KIP426 Advertising Creative: Copywriting and Art Direction
One unit from Complementary Studies List
Plus:
- AMN406 Project
Or
Two approved AMN or Creative Advertising Elective units

Year 3, Semester 1

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

Part-time, Semester 1

Year 1, Semester 1

- AMN400 Consumer Behaviour
- AMN420 Advertising Management

Year 1, Semester 2

- AMN403 Marketing and Survey Research
- KIP424 Advertising Creative: Introduction

Year 2, Semester 1

- AMN442 Marketing Management
- AMN421 Contemporary Issues in Advertising

Year 2, Semester 2

- AMN423 Strategies for Creative Advertising
Or
- KIP426 Advertising Creative: Copywriting and Art Direction
One unit from Complementary Studies List

Year 3, Semester 1

- AMN422 Media Strategy
One unit from Complementary Studies List

Year 3, Semester 2

- AMN406 Project
Or

Two approved AMN or Creative Advertising Elective units

Year 4, Semester 1 and 2

48 Credit Points from either:

(1) A 48cp minor from another Business Stream

(2) 48cp Dissertation

Part-time, Semester 2

Year 1, Semester 2

AMN420 Advertising Management

AMN400 Consumer Behaviour

Year 2, Semester 1

KIP424 Advertising Creative: Introduction

AMN403 Marketing and Survey Research

Year 2, Semester 2

AMN442 Marketing Management

AMN421 Contemporary Issues in Advertising

Year 3, Semester 1

AMN422 Media Strategy

One unit from Complementary Studies List

Year 3, Semester 2

AMN423 Strategies for Creative Advertising

Or

KIP426 Advertising Creative: Copywriting and Art Direction

One unit from Complementary Studies List

Year 4, Semester 1

AMN406 Project

Or

Two approved AMN or Creative Advertising Elective units

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:

(1) A 48cp minor from another Business Stream

(2) 48cp Dissertation

Strategic Advertising Unit Set (SAQ) (for continuing students only)

Part A – Compulsory Units (48 credit points):

AMN442 Marketing Management

AMN403 Marketing and Survey Research

Two units from Foundation Studies List

Part B - Strategic Advertising Area Studies (96 credit points):

AMN400 Consumer Behaviour

AMN420 Advertising Management

AMN421 Contemporary Issues in Advertising

AMN422 Media Strategy

KIP424 Advertising Creative: Introduction

AMN423 Strategies for Creative Advertising

Or

KIP426 Advertising Creative: Copywriting and Art Direction

Plus:

AMN406 Project

Or

Two approved electives (including Creative Advertising postgraduate elective unit)

Part C - Plus an additional 48 Credit Points from either:

(1) 48cp from another Business stream

(2) 48 cp from another Business stream

Course Note:

Students have the option of undertaking either a 24cp Project unit or 24cp of elective units from postgraduate units offered by the School of Advertising, Marketing & Public Relations or postgraduate units from the Creative Advertising stream offered by the Faculty of Creative Industries. Students interested in Creative Advertising units should refer to the Course Summary Sheet for IX96 Master of Advertising (Creative Advertising).

Full Time, Semester 1 (for continuing students only)

Year 1, Semester 1

AMN400 Consumer Behaviour

AMN420 Advertising Management

AMN421 Contemporary Issues in Advertising

KIP424 Advertising Creative: Introduction

Year 1, Semester 2

AMN442 Marketing Management

AMN423 Strategies for Creative Advertising

Or

KIP426 Advertising Creative: Copywriting and Art Direction

AMN403 Marketing and Survey Research

One unit from Foundation Studies List

Year 2, Semester 1

AMN422 Media Strategy

One unit from Foundation Studies List

Plus:

AMN406 Project

Or

Two approved AMN or Creative Advertising

Elective units

Year 2, Semester 2

48 Credit Points from either:
 (1) 48cp from another Business Stream
 (2) 48cp Dissertation

Full Time, Semester 2 (for continuing students only)

Year 1, Semester 2

AMN400 Consumer Behaviour
 AMN420 Advertising Management
 AMN421 Contemporary Issues in Advertising
 KIP424 Advertising Creative: Introduction

Year 2, Semester 1

AMN442 Marketing Management
 AMN422 Media Strategy
 AMN403 Marketing and Survey Research
 One unit from Foundation Studies List

Year 2, Semester 2

AMN423 Strategies for Creative Advertising
 Or
 KIP426 Advertising Creative: Copywriting and Art Direction
 One unit from Foundation Studies List
 Plus:
 AMN406 Project
 Or
 Two approved AMN or Creative Advertising Elective units

Year 3, Semester 1

48 Credit Points from either:
 (1) 48cp from another Business Stream
 (2) 48cp Dissertation

Part Time, Semester 1 (for continuing students only)

Year 1, Semester 1

AMN400 Consumer Behaviour
 AMN420 Advertising Management

Year 1, Semester 2

AMN421 Contemporary Issues in Advertising
 KIP424 Advertising Creative: Introduction

Year 2, Semester 1

AMN442 Marketing Management
 AMN403 Marketing and Survey Research

Year 2, Semester 2

AMN423 Strategies for Creative Advertising

Or

KIP426 Advertising Creative: Copywriting and Art Direction
 One unit from Foundation Studies List

Year 3, Semester 1

AMN422 Media Strategy
 One unit from Foundation Studies List

Year 3, Semester 2

AMN406 Project
 Or
 Two approved AMN or Creative Advertising Elective units

Year 4, Semester 1 and 2

48 Credit Points from either:
 (1) 48cp from another Business Stream
 (2) 48cp Dissertation

Part Time, Semester 2 (for continuing students only)

Year 1, Semester 2

AMN400 Consumer Behaviour
 AMN420 Advertising Management

Year 2, Semester 1

KIP424 Advertising Creative: Introduction
 AMN421 Contemporary Issues in Advertising

Year 2, Semester 2

AMN442 Marketing Management
 AMN403 Marketing and Survey Research

Year 3, Semester 1

AMN422 Media Strategy
 One unit from Foundation Studies List

Year 3, Semester 2

AMN423 Strategies for Creative Advertising
 Or
 KIP426 Advertising Creative: Copywriting and Art Direction
 One unit from Foundation Studies List

Year 4, Semester 1

AMN406 Project
 Or
 Two approved AMN or Creative Advertising Elective units

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:
 (1) 48cp from another Business Stream

(2) 48cp Dissertation

Potential Careers:

Advertising Professional.

Master of Business Advanced (BS17)

Year offered: 2010

Admissions: Yes

CRICOS code: 059600M

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Course coordinator: Dr Amanda Gudmundsson

Overview

The Master of Business Advanced gives you the opportunity to extend your studies, including options of a research dissertation, further coursework studies in your chosen major, or the choice of a minor in another business discipline. Under certain circumstances the Advanced program can also provide a pathway to doctoral-level studies in the PhD or DBA programs.

Programs consist of Part A and Part B of the Master of Business, plus an additional Part C. Part C provides the opportunity for you to tailor your studies to suit your interests and professional requirements. In most cases, your options include a choice between a research dissertation or further coursework studies in your chosen major, or the choice of a minor in another business discipline.

Course design

Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units to complete the Master of Business Advanced (BS17).

The Master of Business Advanced (BS17) is comprised of parts A, B and C.

Part A consists of 48 credit points of Complementary Studies units.

Part B consists of 96 credit points of advanced disciplinary studies.

Part C consists of 48 credit points of further advanced studies from the discipline area, 48 credit points from another Business stream or a Dissertation (depending on chosen major).

Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject

Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Pathways programs

International students who do not meet language requirements can complete pathways units within selected majors.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business and Master of Business Advanced on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors:

- Strategic Advertising
- Applied Finance
- Integrated Marketing Communication
- International Business
- Marketing
- Public Relations

For more information please contact the Faculty of Business International Student Office on 3138 1790.

Further information

Students must contact Brisbane Graduate School of Business in relation to course progression and enrolment advice.

Contact Katherine Gibson-Beier on 3138 5287 or email k2.gibson@qut.edu.au for the following Majors:

- Accounting
- Applied Finance
- Professional Accounting
- Philanthropy and Nonprofit Studies

Contact Narelle Prior on 3138 6701 or email n.prior@qut.edu.au for the following Majors:

- Human Resource Management
- International Business
- Integrated Marketing Communication
- Management
- Marketing
- Public Relations
- Strategic Advertising

Foundation Studies List (for continuing students only)

Foundation Studies List

AMN403	Marketing and Survey Research
AMN420	Advertising Management
AMN430	International Logistics Management
AMN442	Marketing Management
AMN465	Public Relations Management
AYN416	Financial Accounting 1
AYN456	Business and Corporations Law
BSN412	Qualitative Research and Analytical Techniques
EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
GSN224	Corporate Philanthropy
MGN409	Introduction to Management
MGN423	Contemporary Strategic Analysis
MGN440	Designing Effective and Sustainable Organisations
MGN447	Managing in a Globalised Economy
MGN448	Negotiating Across Borders
MGN446	Business in Australia

Recommended Electives Units offered by the Faculty of Business (for continuing students only)

Advertising

AMN401	Integrated Marketing Communication
AMN420	Advertising Management
AMN400	Consumer Behaviour
AMN421	Contemporary Issues in Advertising
AMN422	Media Strategy
AMN423	Strategies for Creative Advertising

Economics and Finance

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN412	Advanced Managerial Finance
EFN414	International Finance
EFN415	Security Analysis
EFN416	Treasury and Portfolio Management

Human Resource Management

MGN410	Employment Relations
MGN412	People in Organisations
MGN506	Contemporary Issues in Human Resource Management

Integrated Marketing Communication

AMN400	Consumer Behaviour
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AMN401	Integrated Marketing Communication
AMN404	Readings in Integrated Marketing Communication
AMN405	Cases in Integrated Marketing Communication
AMN420	Advertising Management
AMN442	Marketing Management
AMN465	Public Relations Management

International Business

MGN447	Managing in a Globalised Economy
AMN430	International Logistics Management
AMN431	Marketing Internationally
MGN444	Business in Asia
MGN445	Business in Europe
MGN446	Business in Australia

Marketing

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN402	Events Marketing and Management
AMN403	Marketing and Survey Research
AMN442	Marketing Management
AMN443	Product and Service Innovation
AMN444	Services Marketing
AMN445	Strategic Marketing Management
AMN447	Contemporary Issues in Marketing

Public Relations

AMN460	Corporate and Investor Relations
AMN461	Corporate Media Strategy and Tactics
AMN462	Community Consultation and Engagement
AMN465	Public Relations Management
AMN467	Public Relations Campaigns
AMN468	Issues and Crisis Management

Complementary studies list

Complementary studies list

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN403	Marketing and Survey Research
AMN420	Advertising Management
AMN422	Media Strategy
AMN423	Strategies for Creative Advertising
AMN430	International Logistics Management
AMN431	Marketing Internationally
AMN442	Marketing Management
AMN443	Product and Service Innovation
AMN447	Contemporary Issues in Marketing
AMN460	Corporate and Investor Relations

AMN461	Corporate Media Strategy and Tactics
AMN462	Community Consultation and Engagement
AMN465	Public Relations Management
AMN468	Issues and Crisis Management
AYN414	Cost and Management Accounting
AYN416	Financial Accounting 1
AYN424	International Accounting
AYN456	Business and Corporations Law
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
EFN422	Economics and Data Analysis
EFN405	Managerial Economics
EFN406	Managerial Finance
EFN419	Data Analysis
EFN420	Introduction To Financial Management
EFN421	Financial Planning and Strategies
EFN422	Economics and Data Analysis
GSN224	Corporate Philanthropy
GSN233	Special Topic in Philanthropy and Nonprofit Studies
MGN409	Introduction to Management
MGN410	Employment Relations
MGN412	People in Organisations
MGN440	Designing Effective and Sustainable Organisations
MGN442	Self Leadership
MGN444	Business in Asia
MGN445	Business in Europe
MGN446	Business in Australia
MGN447	Managing in a Globalised Economy
MGN448	Negotiating Across Borders

NOTE:

For Continuing Students only: please note
Foundation list is now replaced by
Complementary Studies list.

Master of Business / Master of Business (BS18)

Year offered: 2010

Admissions: Yes

CRICOS code: 069780G

Course duration (full-time): Two years (4 semesters)

Course duration (part-time): Four years (8 semesters)

Domestic fees (indicative): 2010: Full fee tuition \$9,250 to \$9,500 (indicative) per semester

International Fees (indicative): 2010: \$11,000 to \$11,375 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 192

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Course design

Students are required to complete 192 credit points of units (96 credit points from each Master of Business (Study Area A)).

Entry requirements (domestic and international)

For all study areas except Accounting, entry requirements are an undergraduate degree in a cognate discipline with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale). Applicants for the Accounting study area must have an appropriate undergraduate degree in Accountancy.

English language requirements (international students)

In addition to the above academic entry requirements, all international applicants are required to provide evidence of one of the following English language proficiency levels:

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

Professional recognition

Certain units offered in the Master of Business (Accounting)/Master of Business may assist with preparation for the professional programs offered by CPA Australia; the Institute of Chartered Accountants in Australia; the National Institute of Accountants as part of their respective membership requirements; and for the Chartered Financial Analysts program.

Graduates completing the Master of Business (Professional Accounting)/Master of Business meet the academic component of requirements for associate membership of CPA Australia, the Institute of Chartered Accountants in Australia, the National Institute of Accountants, and enrolment in their respective professional programs.

Graduate Graduates completing the Master of Business (Applied Finance)/Master of Business meet the academic component of requirements for Senior Associate membership of the Financial Services Institute of Australia, and are entitled to full ASIC RG146 Tier 1 accreditation to

provide financial product advice. Graduates may also meet the academic component of the requirements for the professional level membership of the Finance and Treasury Association Limited-Certified Finance and Treasury Professional, depending on prior study and elective chosen.

Pathways to further study

The Master of Business/Master of Business (BS18) may be a pathway of study into the Doctor of Business Administration (DBA) (BS25). Additional pathways may be available through consultation with the Director of Graduate Studies.

Early exit options

Students may exit from the BS18 Master of Business/Master of Business at the following stages, once those particular course requirements have been met:

- Graduate Certificate in Business (Study Area A) (BS39)
- Graduate Diploma of Business (Study Area A) (BS79)
- Master of Business (Study Area A) (BS16)

Abbreviation

MBus(SAA)/MBus(SAA)

Course Structure - Accounting / Applied Finance

Master of Business (Accounting)	
AYN520	Integrated Issues in Professional Practice Plus 84 cps from
AYN415	External Reporting Issues
AYN424	International Accounting
AYN426	International Capital Markets Law and Regulation
AYN454	Forensic Accounting and Investigation
AYN433	Research Topics in Accounting
AYN442	Superannuation and Wealth Management
AYN453	Financial Forensics and Business Intelligence
AYN454	Forensic Accounting and Investigation
AYN460	Accountancy Work Placement
AYN461	Accountancy Work Integrated Learning
AYN505	Financial Analysis and Business Valuation
AYN506	Strategic Management Accounting
AYN507	Governance Issues in Accounting
AYN411	Audit and Assurance OR
AYN418	Financial Accounting 3 OR
AYN438	Taxation Law and Practice null
Master of Business (Applied Finance)	
EFN410	Economic and Financial Modelling
EFN412	Advanced Managerial Finance

EFN414	International Finance
EFN415	Security Analysis
EFN416	Treasury and Portfolio Management
EFN501	Corporate and Commercial Lending
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting

Course Structure - Professional Accounting / Applied Finance

Master of Business (Professional Accounting)

AYN411	Audit and Assurance
AYN414	Cost and Management Accounting
AYN416	Financial Accounting 1
AYN417	Financial Accounting 2
AYN418	Financial Accounting 3
AYN438	Taxation Law and Practice
AYN443	Electronic Commerce Cycles
AYN520	Integrated Issues in Professional Practice
	null

Master of Business (Applied Finance)

AYN456	Business and Corporations Law
EFN406	Managerial Finance
EFN422	Economics and Data Analysis
EFN412	Advanced Managerial Finance
EFN415	Security Analysis
	Plus 36 credit points from
EFN410	Economic and Financial Modelling
EFN414	International Finance
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
EFN501	Corporate and Commercial Lending
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
BSN404	Project 1

Course Structure - Professional Accounting / Accounting

Master of Business (Professional Accounting)

EFN406	Managerial Finance
EFN422	Economics and Data Analysis
AYN414	Cost and Management Accounting
AYN416	Financial Accounting 1
AYN417	Financial Accounting 2
AYN418	Financial Accounting 3
AYN443	Electronic Commerce Cycles
AYN456	Business and Corporations Law
	null

Master of Business (Accounting)

AYN520	Integrated Issues in Professional Practice
	Plus 84 credit points from
AYN411	Audit and Assurance
AYN438	Taxation Law and Practice
AYN415	External Reporting Issues
AYN426	International Capital Markets Law and Regulation
AYN424	International Accounting
AYN442	Superannuation and Wealth Management
AYN453	Financial Forensics and Business Intelligence
AYN454	Forensic Accounting and Investigation
AYN460	Accountancy Work Placement
AYN461	Accountancy Work Integrated Learning
AYN505	Financial Analysis and Business Valuation
AYN506	Strategic Management Accounting
AYN507	Governance Issues in Accounting
AYN433	Research Topics in Accounting

Course Structure - Applied Finance / International Business

Master of Business (Applied Finance)

EFN412	Advanced Managerial Finance
EFN415	Security Analysis
	Plus 72 credit points from
AYN456	Business and Corporations Law
EFN410	Economic and Financial Modelling
EFN414	International Finance
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
EFN501	Corporate and Commercial Lending
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
BSN404	Project 1
	null

Master of Business (International Business)

EFN405	Managerial Economics
EFN406	Managerial Finance
AYN424	International Accounting
	OR
LWS075	International Business and Law
MGN447	Managing in a Globalised Economy
MGN448	Negotiating Across Borders
AMN431	Marketing Internationally
AMN430	International Logistics Management
	Plus 12 credit points from
MGN446	Business in Australia

MGN444 Business in Asia
MGN445 Business in Europe

Course Structure - Integrated Marketing Communication / International Business

Master of Business (Integrated Marketing Communication)

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN403 Marketing and Survey Research
AMN404 Readings in Integrated Marketing Communication
AMN405 Cases in Integrated Marketing Communication
AMN406 Project
Plus 12 credit points from
AMN420 Advertising Management
AMN442 Marketing Management
AMN465 Public Relations Management
null

Master of Business (International Business)

EFN405 Managerial Economics
EFN406 Managerial Finance
AYN424 International Accounting
OR
LWS075 International Business and Law
MGN447 Managing in a Globalised Economy
MGN448 Negotiating Across Borders
AMN431 Marketing Internationally
AMN430 International Logistics Management
Plus 12 credit points from
MGN446 Business in Australia
MGN444 Business in Asia
MGN445 Business in Europe

Course Structure - Strategic Advertising / International Business

Master of Business (Strategic Advertising)

AMN400 Consumer Behaviour
AMN403 Marketing and Survey Research
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
AMN422 Media Strategy
AMN423 Strategies for Creative Advertising
OR
KIP426 Advertising Creative: Copywriting and Art Direction
KIP424 Advertising Creative: Introduction
AMN442 Marketing Management
null

Master of Business (International Business)

EFN405 Managerial Economics
EFN406 Managerial Finance
AYN424 International Accounting
OR
LWS075 International Business and Law
MGN447 Managing in a Globalised Economy
MGN448 Negotiating Across Borders
AMN430 International Logistics Management
AMN431 Marketing Internationally
Plus 12 credit points from
MGN446 Business in Australia
MGN444 Business in Asia
MGN445 Business in Europe

Course Structure - Strategic Advertising / Integrated Marketing Communication

Master of Business (Strategic Advertising)

AMN400 Consumer Behaviour
AMN403 Marketing and Survey Research
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
AMN422 Media Strategy
AMN423 Strategies for Creative Advertising
KIP426 Advertising Creative: Copywriting and Art Direction
OR
AMN442 Marketing Management
KIP424 Advertising Creative: Introduction
null

Master of Business (Integrated Marketing Communication)

AMN401 Integrated Marketing Communication
AMN404 Readings in Integrated Marketing Communication
AMN405 Cases in Integrated Marketing Communication
AMN406 Project
AMN420 Advertising Management
AMN442 Marketing Management
AMN465 Public Relations Management

Course Structure - Strategic Advertising/Public Relations

Master of Business (Strategic Advertising)

AMN400 Consumer Behaviour
AMN403 Marketing and Survey Research
AMN420 Advertising Management
AMN421 Contemporary Issues in Advertising
AMN422 Media Strategy

FACULTY OF BUSINESS

AMN423	Strategies for Creative Advertising OR
KIP426	Advertising Creative: Copywriting and Art Direction
AMN442	Marketing Management
KIP424	Advertising Creative: Introduction

Master of Business (Public Relations)

AMN460	Corporate and Investor Relations
AMN461	Corporate Media Strategy and Tactics
AMN462	Community Consultation and Engagement
AMN465	Public Relations Management
AMN467	Public Relations Campaigns
AMN468	Issues and Crisis Management
AMN406	Project

Course Structure - Public Relations/International Business

Master of Business (Public Relations)

AMN403	Marketing and Survey Research
AMN460	Corporate and Investor Relations
AMN461	Corporate Media Strategy and Tactics
AMN462	Community Consultation and Engagement
AMN465	Public Relations Management
AMN467	Public Relations Campaigns
AMN468	Issues and Crisis Management
AMN401	Integrated Marketing Communication OR
AMN442	Marketing Management

Master of Business (International Business)

EFN405	Managerial Economics
EFN406	Managerial Finance
AYN424	International Accounting OR
LWS075	International Business and Law
MGN447	Managing in a Globalised Economy
MGN448	Negotiating Across Borders
AMN431	Marketing Internationally
AMN430	International Logistics Management Plus 12 credit points from
MGN446	Business in Australia
MGN444	Business in Asia
MGN445	Business in Europe

Course Structure - Public Relations/Integrated Marketing Communication

Master of Business (Public Relations)

AMN403	Marketing and Survey Research
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AMN460	Corporate and Investor Relations
AMN461	Corporate Media Strategy and Tactics
AMN462	Community Consultation and Engagement
AMN465	Public Relations Management
AMN467	Public Relations Campaigns
AMN468	Issues and Crisis Management
	Plus 12 credit points of approved elective unit

Master of Business (Integrated Marketing Communication)

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN404	Readings in Integrated Marketing Communication
AMN405	Cases in Integrated Marketing Communication
AMN406	Project
AMN420	Advertising Management
AMN442	Marketing Management

Course Structure - Marketing/Strategic Advertising

Master of Business (Marketing)

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN442	Marketing Management
AMN443	Product and Service Innovation
AMN444	Services Marketing
AMN445	Strategic Marketing Management
AMN447	Contemporary Issues in Marketing
AMN431	Marketing Internationally

Master of Business (Strategic Advertising)

AMN403	Marketing and Survey Research
AMN420	Advertising Management
AMN421	Contemporary Issues in Advertising
AMN422	Media Strategy
AMN423	Strategies for Creative Advertising OR
KIP426	Advertising Creative: Copywriting and Art Direction
KIP424	Advertising Creative: Introduction
AMN406	Project

Course Structure - Marketing/Public Relations

Master of Business (Marketing)

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN442	Marketing Management
AMN443	Product and Service Innovation
AMN444	Services Marketing
AMN445	Strategic Marketing Management

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AMN447 Contemporary Issues in Marketing
AMN431 Marketing Internationally

Master of Business (Public Relations)

AMN403 Marketing and Survey Research
AMN460 Corporate and Investor Relations
AMN461 Corporate Media Strategy and Tactics
AMN462 Community Consultation and Engagement
AMN465 Public Relations Management
AMN467 Public Relations Campaigns
AMN468 Issues and Crisis Management
Plus 12 credit points of approved elective unit

Course Structure - Marketing/Integrated Marketing Communication

Master of Business (Marketing)

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN442 Marketing Management
AMN443 Product and Service Innovation
AMN444 Services Marketing
AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing
AMN431 Marketing Internationally

Master of Business (Integrated Marketing Communication)

AMN403 Marketing and Survey Research
AMN404 Readings in Integrated Marketing Communication
AMN405 Cases in Integrated Marketing Communication
AMN406 Project
AMN420 Advertising Management
AMN442 Marketing Management
Plus 12 credit points of approved elective

Course Structure - Marketing/International Business

Master of Business (Marketing)

AMN400 Consumer Behaviour
AMN401 Integrated Marketing Communication
AMN442 Marketing Management
AMN443 Product and Service Innovation
AMN444 Services Marketing
AMN445 Strategic Marketing Management
AMN447 Contemporary Issues in Marketing
AMN431 Marketing Internationally

Master of Business (International Business)

EFN405 Managerial Economics
EFN406 Managerial Finance

AYN424 International Accounting
OR
LWS075 International Business and Law
MGN447 Managing in a Globalised Economy
MGN448 Negotiating Across Borders
AMN430 International Logistics Management
Plus 24 credit points from
MGN446 Business in Australia
MGN444 Business in Asia
MGN445 Business in Europe

Course Structure - Human Resource Management / Philanthropy and Nonprofit Studies

Master of Business (Human Resource Management)

MGN421 Strategic HRM
MGN423 Contemporary Strategic Analysis
MGN431 Strategic Human Resource Development
MGN433 Managing High-Performance Organisations
MGN441 Leadership and Executive Coaching
MGN442 Self Leadership
MGN443 Talent Management
MGN505 Consulting and Change Management
MGN506 Contemporary Issues in Human Resource Management
MGN509 HRM Project 1
MGN510 HRM Project 2

Master of Business (Philanthropy and Nonprofit Studies)

GSN481 Philanthropic and Nonprofit Frameworks of Governance
GSN483 Ethics for Philanthropic and Nonprofit Organisations
GSN484 Management for Philanthropic and Nonprofit Organisations
GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN487 Marketing for the Nonprofit Sector
GSN488 Fundraising Development Principles
GSN489 Fundraising Development Techniques
GSN224 Corporate Philanthropy
GSN233 Special Topic in Philanthropy and Nonprofit Studies
Research Methodology Units - select 12 credit points from the following:
AMN403 Marketing and Survey Research
BSN502 Research Methodology
BSN414 Quantitative Research Methods
Business Unit Options - select 12 credit points, subject to approval of the Subject Area Coordinator.

Course Structure - Human Resource Management/International Business

Master of Business (Human Resource Management)

MGN421	Strategic HRM
MGN423	Contemporary Strategic Analysis
MGN431	Strategic Human Resource Development
MGN433	Managing High-Performance Organisations
MGN441	Leadership and Executive Coaching
MGN442	Self Leadership
MGN443	Talent Management
MGN505	Consulting and Change Management
MGN506	Contemporary Issues in Human Resource Management
MGN509	HRM Project 1
MGN510	HRM Project 2

Master of Business (International Business)

EFN405	Managerial Economics
EFN406	Managerial Finance
AYN424	International Accounting
	OR
LWS075	International Business and Law
MGN447	Managing in a Globalised Economy
MGN448	Negotiating Across Borders
AMN430	International Logistics Management
AMN431	Marketing Internationally
	Plus 12 credit points from
MGN446	Business in Australia
MGN444	Business in Asia
MGN445	Business in Europe

Course Structure - Human Resource Management/Integrated Marketing Communication

Master of Business (Human Resource Management)

MGN421	Strategic HRM
MGN423	Contemporary Strategic Analysis
MGN431	Strategic Human Resource Development
MGN433	Managing High-Performance Organisations
MGN441	Leadership and Executive Coaching
MGN442	Self Leadership
MGN443	Talent Management
MGN505	Consulting and Change Management
MGN506	Contemporary Issues in Human Resource Management
MGN509	HRM Project 1
MGN510	HRM Project 2

Master of Business (Integrated Marketing Communication)

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN403	Marketing and Survey Research
AMN404	Readings in Integrated Marketing Communication
AMN405	Cases in Integrated Marketing Communication
AMN406	Project
	Plus 12 credit points from
AMN420	Advertising Management
AMN442	Marketing Management
AMN465	Public Relations Management

Course Structure - Human Resource Management/Marketing

Master of Business (Human Resource Management)

MGN421	Strategic HRM
MGN423	Contemporary Strategic Analysis
MGN431	Strategic Human Resource Development
MGN433	Managing High-Performance Organisations
MGN441	Leadership and Executive Coaching
MGN442	Self Leadership
MGN443	Talent Management
MGN505	Consulting and Change Management
MGN506	Contemporary Issues in Human Resource Management
MGN509	HRM Project 1
MGN510	HRM Project 2

Master of Business (Marketing)

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN442	Marketing Management
AMN443	Product and Service Innovation
AMN444	Services Marketing
AMN445	Strategic Marketing Management
AMN447	Contemporary Issues in Marketing
AMN431	Marketing Internationally

Course Structure - Human Resource Management/Public Relations

Master of Business (Human Resource Management)

MGN421	Strategic HRM
MGN423	Contemporary Strategic Analysis
MGN431	Strategic Human Resource Development
MGN433	Managing High-Performance Organisations
MGN441	Leadership and Executive Coaching
MGN442	Self Leadership
MGN443	Talent Management
MGN505	Consulting and Change Management

- MGN506 Contemporary Issues in Human Resource Management
- MGN509 HRM Project 1
- MGN510 HRM Project 2

Master of Business (Public Relations)

- AMN403 Marketing and Survey Research
 - AMN460 Corporate and Investor Relations
 - AMN461 Corporate Media Strategy and Tactics
 - AMN462 Community Consultation and Engagement
 - AMN465 Public Relations Management
 - AMN467 Public Relations Campaigns
 - AMN468 Issues and Crisis Management
- Plus 12 credit points of approved elective units

Course Structure - Human Resource Management/Strategic Advertising

Master of Business (Human Resource Management)

- MGN421 Strategic HRM
- MGN423 Contemporary Strategic Analysis
- MGN431 Strategic Human Resource Development
- MGN433 Managing High-Performance Organisations
- MGN441 Leadership and Executive Coaching
- MGN442 Self Leadership
- MGN443 Talent Management
- MGN505 Consulting and Change Management
- MGN506 Contemporary Issues in Human Resource Management
- MGN509 HRM Project 1
- MGN510 HRM Project 2

Master of Business (Strategic Advertising)

- AMN400 Consumer Behaviour
 - AMN403 Marketing and Survey Research
 - AMN420 Advertising Management
 - AMN421 Contemporary Issues in Advertising
 - AMN422 Media Strategy
 - AMN423 Strategies for Creative Advertising
- OR
- KIP426 Advertising Creative: Copywriting and Art Direction
 - KIP424 Advertising Creative: Introduction
 - AMN442 Marketing Management

Master of Business / Master of Business Administration (BS24)

Year offered: 2010

Admissions: Yes

CRICOS code: 069779A

Course duration (full-time): Two years (4 semesters)

Course duration (part-time): Three years (6 semesters)

Domestic fees (indicative): 2010: full tuition fee \$9,500 to \$11,750 (indicative) per semester

International Fees (indicative): 2010: \$11,000 to \$17,250 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 192

Course coordinator: Dr Amanda Gudmundsson

Course design

Students are required to complete 192 credit points of units (96 credit points from the Master of Business (Study Area A) (BS16) and 96 credit point from Master of Business Administration (GS75). Please refer to the course structures for information on specific unit requirements.

Professional recognition

Certain units offered in the Master of Business (Accounting)/Master of Business Administration may assist with preparation for the professional programs offered by CPA Australia; the Institute of Chartered Accountants in Australia; the National Institute of Accountants as part of their respective membership requirements; and for the Chartered Financial Analysts program.

Graduates completing the Master of Business (Professional Accounting)/Master of Business Administration meet the academic component of requirements for associate membership of CPA Australia, the Institute of Chartered Accountants in Australia, the National Institute of Accountants, and enrolment in their respective professional programs.

Graduates completing the Master of Business (Applied Finance)/Master of Business Administration meet the academic component of requirements for Senior Associate membership of the Financial Services Institute of Australia, and are entitled to full ASIC RG146 Tier 1 accreditation to provide financial product advice. Graduates may also meet the academic component of the requirements for the professional level membership of the Finance and Treasury Association Limited-Certified Finance and Treasury Professional, depending on prior study and elective chosen.

Entry requirements (domestic and international)

Prospective students must meet the MBA entry requirements. To be considered for admission, applicants must:

- demonstrate proficiency in the English language
- hold a bachelor degree in any field from a recognised university with a minimum Grade Point Average (GPA) of 4.5 on QUT's 7-point scale
- have a Graduate Management Admission Test (GMAT)

score of a least 550

- have a minimum three years full-time equivalent relevant managerial or professional work experience post degree
- provide two referee reports.

Pathways

BS24 may be a pathway of study into BS25 Doctor of Business Administration.

The following courses which offers early exist options are:

- BS39 Graduate Certificate in Business (Study Area A);
- GS87 Graduate Certificate in Business Administration;
- BS79 Graduate Diploma in Business (Study Area A);
- GS41 Graduate Diploma in Business Administration;
- BS16 Master of Business (Study Area A)
- GS75 Master of Business Administration.

Further information

Students must contact Brisbane Graduate School of Business in relation to course progression and enrolment advice.

Contact Katherine Gibson-Beier on 3138 5287 or email k2.gibson@qut.edu.au for the following Majors:

- Accounting
- Applied Finance
- Professional Accounting
- Philanthropy and Non-profit Studies.

Contact Narelle Prior on 3138 6701 or email n.prior@qut.edu.au for the following Majors:

- Human Resource Management
- International Business
- Integrated Marketing Communication
- Management
- Marketing
- Public Relations
- Strategic Advertising.

Abbreviation

MBus(SAA)/MBA

Course Structure - Accounting

Master of Business (Accounting)

AYN520	Integrated Issues in Professional Practice Plus 96 credit points from
AYN425	External Reporting Issues
AYN433	Research Topics in Accounting
AYN442	Superannuation and Wealth Management
AYN453	Financial Forensics and Business Intelligence
AYN454	Forensic Accounting and Investigation
AYN460	Accountancy Work Placement
AYN461	Accountancy Work Integrated Learning
AYN505	Financial Analysis and Business Valuation

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AYN507	Governance Issues in Accounting
AYN411	Audit and Assurance
	OR
AYN418	Financial Accounting 3
	OR
AYN438	Taxation Law and Practice

MBA

AYN507	Governance Issues in Accounting
AYN426	International Capital Markets Law and Regulation
GSN401	Managing in the Global Business Environment
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN415	Understanding Leadership
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability
GSN490	Managing Technological Innovation

Course Structure - Applied Finance

Master of Business (Applied Finance)

EFN405	Managerial Economics
EFN406	Managerial Finance
EFN412	Advanced Managerial Finance
EFN415	Security Analysis
	Plus 60 credit points from
EFN410	Economic and Financial Modelling
EFN414	International Finance
EFN416	Treasury and Portfolio Management
EFN421	Financial Planning and Strategies
EFN501	Corporate and Commercial Lending
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
BSN404	Project 1

MBA

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1

GSN415	Understanding Leadership
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability
GSN490	Managing Technological Innovation

Course Structure - Human Resource Management

Master of Business (Human Resource Management)

MGN421	Strategic HRM
MGN423	Contemporary Strategic Analysis
MGN431	Strategic Human Resource Development
MGN433	Managing High-Performance Organisations
MGN441	Leadership and Executive Coaching
MGN442	Self Leadership
MGN442	Talent Management
MGN505	Consulting and Change Management
MGN506	Contemporary Issues in Human Resource Management
MGN509	HRM Project 1
MGN510	HRM Project 2

MBA

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1

Course Structure - Integrated Marketing Communication

Master of Business (Integrated Marketing Communication)

AMN401	Integrated Marketing Communication
AMN404	Readings in Integrated Marketing Communication
AMN405	Cases in Integrated Marketing Communication
AMN406	Project
AMN442	Marketing Management
AMN420	Advertising Management
AMN465	Public Relations Management

MBA

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1
AMN442	Marketing Management

Course Structure - International Business

Master of Business (International Business)

EFN405	Managerial Economics
EFN406	Managerial Finance
MGN447	Managing in a Globalised Economy
MGN448	Negotiating Across Borders
AMN430	International Logistics Management
EFN421	Financial Planning and Strategies
AYN424	International Accounting
	OR
LWS075	International Business and Law
	Plus 12 credit points from
MGN446	Business in Australia
MGN444	Business in Asia
MGN445	Business in Europe

MBA

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN416	Business Plans 1

GSN473	Corporate Governance and Accountability
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1

Course Structure - Marketing

Master of Business (Marketing)

AMN400	Consumer Behaviour
AMN401	Integrated Marketing Communication
AMN403	Marketing and Survey Research
AMN443	Product and Service Innovation
AMN444	Services Marketing
AMN445	Strategic Marketing Management
AMN447	Contemporary Issues in Marketing
AMN431	Marketing Internationally

MBA

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1
AMN442	Marketing Management

Course Structure - Philanthropy and Nonprofit Studies

Master of Business - Philanthropy and Nonprofit Studies

GSN224	Corporate Philanthropy
GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN484	Management for Philanthropic and Nonprofit Organisations
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector
GSN488	Fundraising Development Principles
GSN489	Fundraising Development Techniques
GSN233	Special Topic in Philanthropy and Nonprofit Studies

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Research Methodology Units - select 12 credit points from the following:

- AMN403 Marketing and Survey Research
- BSN502 Research Methodology
- BSN414 Quantitative Research Methods

Business Unit Options - select 12 credit points, subject to approval of the Subject Area Coordinator

MBA

- GSN401 Managing in the Global Business Environment
- GSN403 Understanding Data
- GSN404 Financial Statements Analysis
- GSN405 Strategic Management
- GSN406 Human Resource Management Issues
- GSN407 Business Communication
- GSN408 Fundamentals of Marketing Management
- GSN409 Organisational Behaviour 1
- GSN410 Entrepreneurship
- GSN412 Business Law 1
- GSN413 Financial Management 1
- GSN415 Understanding Leadership
- GSN416 Business Plans 1
- GSN490 Managing Technological Innovation
- GSN491 Economics in Business 1
- GSN473 Corporate Governance and Accountability

Course Structure - Professional Accounting

Master of Business (Professional Accounting)

- EFN406 Managerial Finance
- AYN411 Audit and Assurance
- AYN414 Cost and Management Accounting
- AYN416 Financial Accounting 1
- AYN417 Financial Accounting 2
- AYN418 Financial Accounting 3
- AYN438 Taxation Law and Practice
- AYN443 Electronic Commerce Cycles
- AYN520 Integrated Issues in Professional Practice

MBA

- EFN422 Economics and Data Analysis
- AYN456 Business and Corporations Law
- GSN401 Managing in the Global Business Environment
- GSN405 Strategic Management
- GSN406 Human Resource Management Issues
- GSN408 Fundamentals of Marketing Management
- GSN409 Organisational Behaviour 1
- GSN410 Entrepreneurship
- GSN415 Understanding Leadership

- GSN416 Business Plans 1
- GSN473 Corporate Governance and Accountability
- GSN490 Managing Technological Innovation

Course Structure - Public Relations

Master of Business (Public Relations)

- AMN403 Marketing and Survey Research
 - AMN460 Corporate and Investor Relations
 - AMN461 Corporate Media Strategy and Tactics
 - AMN462 Community Consultation and Engagement
 - AMN465 Public Relations Management
 - AMN467 Public Relations Campaigns
 - AMN468 Issues and Crisis Management
- Plus 12 credit points of approved elective null

MBA

- GSN401 Managing in the Global Business Environment
- GSN403 Understanding Data
- GSN404 Financial Statements Analysis
- GSN405 Strategic Management
- GSN406 Human Resource Management Issues
- GSN407 Business Communication
- GSN408 Fundamentals of Marketing Management
- GSN409 Organisational Behaviour 1
- GSN410 Entrepreneurship
- GSN412 Business Law 1
- GSN413 Financial Management 1
- GSN415 Understanding Leadership
- GSN416 Business Plans 1
- GSN473 Corporate Governance and Accountability
- GSN490 Managing Technological Innovation
- GSN491 Economics in Business 1

Course Structure - Strategic Advertising

Master of Business (Strategic Advertising)

- AMN403 Marketing and Survey Research
 - AMN420 Advertising Management
 - AMN421 Contemporary Issues in Advertising
 - AMN422 Media Strategy
 - AMN423 Strategies for Creative Advertising
- OR
- KIP426 Advertising Creative: Copywriting and Art Direction
 - KIP424 Advertising Creative: Introduction
 - AMN406 Project

MBA

- GSN401 Managing in the Global Business Environment

GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1

Potential Careers:

Manager, Project Manager.

Doctor of Business Administration (BS25)

Year offered: 2010

Admissions: Yes

Course duration (full-time): 6 semesters

Course duration (part-time): 12 semesters

Course duration (external): Internal only

Domestic Entry: February and July (Domestic students only. This course is not available for international students.)

International Entry: Not available for international students

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Dr Amanda Gudmundsson

Campus: Gardens Point

Course design

Students will complete 288 credit points consisting of:

- Discipline based coursework (48 credit points)
- Research skills training (48 credit points)
- Research project (192 credit points)

Career impact

Graduates will be positioned to be leaders within their industry with particular emphasis on research and development. Specifically, they will be able to:

- practise at a high level in a variety of organisational contexts
- apply innovative solutions to business problems and opportunities, through an understanding of new and relevant scholarship and the role and limitations of research in solving business problems
- present scholarly research to both academic and non-academic audiences.

Entry requirements

Admission to the DBA course will be based on candidates having completed a minimum of five years senior level business or professional practice experience, and either:

- a Masters degree in Business Administration (MBA) with a GPA of 5.5 (on a scale of 7) or greater from QUT or another recognised institution; or
- a Masters degree in a business discipline area (e.g. Master of Business) with a GPA of 5.5 or greater from QUT or another recognised institution; or
- a Bachelor's degree in a business discipline with first or second class Honours Division A, or equivalent, from QUT or another recognised institution.

Admission is subject to these requirements, plus an interview with the Director Graduate Studies or the Assistant Dean (Research) and mutual acceptance of a study plan on a case-by-case basis, and subject to availability of a suitable supervisor.

Weekend doctoral seminars

Students will be expected to attend two intensive weekend doctoral seminars per year.

Assumed knowledge

Applicants are assumed to have postgraduate-level knowledge of their proposed research area, or to develop such knowledge through appropriate discipline based study in the coursework component of the degree.

Abbreviation

DBA

BS25 - Unit Set

Unit Set:	
BSN502	Research Methodology
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
PLUS:	Complementary Research Unit (12cp) (Choose a 12cp postgraduate unit OR two 6cp e-Grad school postgraduate units)
PLUS:	Postgraduate Discipline Units (48cp) (electives from your discipline – must be approved by Supervisor)
PLUS:	Doctoral Research (192cp) (*see note below)
	* Note: Full-time students enrol in IFR448 over 4 semesters; Part-time students enrol in IFR424 over 8 semesters.

Full-time, Semester 1 entry

Year 1, Semester 1	
BSN412	Qualitative Research and Analytical Techniques
BSN502	Research Methodology Postgraduate Discipline Unit Postgraduate Discipline Unit

Year 1, Semester 2	
BSN414	Quantitative Research Methods Complementary Research Unit Postgraduate Discipline Unit Postgraduate Discipline Unit

Year 2, Semester 1	
IFR448	Doctoral Research

Year 2, Semester 2	
IFR448	Doctoral Research

Year 3, Semester 1	
IFR448	Doctoral Research

Year 3, Semester 2	
IFR448	Doctoral Research

Full-time, Semester 2 entry

Year 1, Semester 2

BSN412 Qualitative Research and Analytical Techniques
 BSN502 Research Methodology
 Postgraduate Discipline Unit
 Postgraduate Discipline Unit

Year 2, Semester 1

BSN414 Quantitative Research Methods
 Complementary Research Unit
 Postgraduate Discipline Unit
 Postgraduate Discipline Unit

Year 2, Semester 2

IFR448 Doctoral Research

Year 3, Semester 1

IFR448 Doctoral Research

Year 3, Semester 2

IFR448 Doctoral Research

Year 4, Semester 1

IFR448 Doctoral Research

Part-time, Semester 1 entry

Year 1, Semester 1

BSN502 Research Methodology
 Postgraduate Discipline Unit

Year 1, Semester 2

BSN412 Qualitative Research and Analytical Techniques
 Postgraduate Discipline Unit

Year 2, Semester 1

BSN414 Quantitative Research Methods
 Postgraduate Discipline Unit

Year 2, Semester 2

Complementary Research Unit
 Postgraduate Discipline Unit

Year 3, Semester 1

IFR424 Doctoral Research

Year 3, Semester 2

IFR424 Doctoral Research

Year 4, Semester 1

IFR424 Doctoral Research

Year 4, Semester 2

IFR424 Doctoral Research

Year 5, Semester 1

IFR424 Doctoral Research

Year 5, Semester 2

IFR424 Doctoral Research

Year 6, Semester 1

IFR424 Doctoral Research

Year 6, Semester 2

IFR424 Doctoral Research

Part-time, Semester 2 entry

Year 1, Semester 2

BSN502 Research Methodology
 Postgraduate Discipline Unit

Year 2, Semester 1

BSN412 Qualitative Research and Analytical Techniques
 Postgraduate Discipline Unit

Year 2, Semester 2

BSN414 Quantitative Research Methods
 Postgraduate Discipline Unit

Year 3, Semester 1

Complementary Research Unit
 Postgraduate Discipline Unit

Year 3, Semester 2

IFR424 Doctoral Research

Year 4, Semester 1

IFR424 Doctoral Research

Year 4, Semester 2

IFR424 Doctoral Research

Year 5, Semester 1

IFR424 Doctoral Research

Year 5, Semester 2

IFR424 Doctoral Research

Year 6, Semester 1

IFR424 Doctoral Research

Year 6, Semester 2

IFR424 Doctoral Research

Year 7, Semester 1

IFR424 Doctoral Research

Graduate Certificate in Business (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months)
(Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Stuart Tooley (Accounting); Mr Peter Whelan (Applied Finance); Dr Robert Thompson (Human Resource Management); Mr Bill Proud (International Business); Mr Bill Proud (Integrated Marketing Communication, Marketing, Public Relations) and A/Prof Jo Barraket (Philanthropy and Nonprofit Studies)

Campus: Gardens Point

Overview

Graduate Certificates provide an excellent re-introduction to tertiary learning or a pathway to higher level Masters study.

Course Design

Students are required to complete 48 credit points. The Graduate Certificate in Business can be undertaken either full-time (1 semester) or part-time (2 semesters); except for the major in Philanthropy and Nonprofit Studies which is only available part-time due to unit offerings. International students who must maintain a full-time study load are not able to undertake major in Philanthropy and Nonprofit Studies.

Abbreviation

GradCertBus(Study Area A)

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7-point scale). However, students entering the Accounting specialisation with an undergraduate degree in Accountancy must be referred to the Graduate School of Business for enrolment advice. The Applied Finance specialisation normally requires an undergraduate degree (with minimum GPA of 4.0) or equivalent in an area other than Finance. Applicants interested in the Applied Finance specialisation who have an undergraduate degree in Finance should contact the Brisbane Graduate School of Business.

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, or who do not have an undergraduate degree but have appropriate professional and employment experience, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work. Special entry without an undergraduate degree is not available for the Accounting major.

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Articulation

With approval from the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study.

For more specific information about articulation, refer to the individual majors.

Potential Careers:

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

Graduate Certificate in Business (Accounting) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months) (Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Stuart Tooley

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Accounting) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course design

Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation

GradCertBus(Study Area A)

Other majors

See also separate entries for the following majors in this course: Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Philanthropy and Nonprofit Studies, Public Relations, or Research Studies.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale). However, students entering the Accounting specialisation with an undergraduate degree in Accountancy must be referred to the Graduate School of Business for enrolment advice.

English language requirements (international students)

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

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

- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special entry

Special entry without an undergraduate degree is not available for students undertaking the Accounting major.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Accounting) may articulate to the:

- BS16 Master of Business (Accounting)

Course Structure

Accounting	
	Accountancy students are required to complete 4 units (48 credit points) from the following list, in consultation with the Discipline Coordinator.
AYN456	Business and Corporations Law
AYN411	Audit and Assurance
AYN412	Company Law
AYN414	Cost and Management Accounting
AYN415	External Reporting Issues
AYN416	Financial Accounting 1
AYN417	Financial Accounting 2
AYN418	Financial Accounting 3
AYN424	International Accounting
AYN426	International Capital Markets Law and Regulation
AYN433	Research Topics in Accounting
AYN438	Taxation Law and Practice
AYN442	Superannuation and Wealth Management
AYN443	Electronic Commerce Cycles
AYN453	Financial Forensics and Business Intelligence
AYN454	Forensic Accounting and Investigation
AYN505	Financial Analysis and Business Valuation
AYN506	Strategic Management Accounting
AYN507	Governance Issues in Accounting
AYN520	Integrated Issues in Professional Practice
	IMPORTANT NOTE: To ensure that the program builds on your prior academic and work experience and is consistent with your planned professional development, each Accountancy student should have a program

plan. To obtain or renegotiate your plan, please consult with the Discipline Coordinator.

Potential Careers:

Accountant, Actuary.

Graduate Certificate in Business (Applied Finance) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months)
(Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Peter Whelan

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Applied Finance) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design

Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Philanthropy and Nonprofit Studies, Public Relations, or Research Studies.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree or equivalent in any field, with an overall minimum GPA of 4.0 (on a 7-point scale).

English language requirements (international students)

The Applied Finance specialisation normally requires an undergraduate degree (with minimum GPA of 4.0) or equivalent in an area other than Finance. Applicants interested in the Applied Finance specialisation who have an undergraduate degree in Finance should be referred to the Brisbane Graduate School of Business.

In addition to the above academic entry requirements, international students must meet the following English language proficiency levels for entry into the Faculty's

postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, or who do not have an undergraduate degree but have appropriate professional and employment experience, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Applied Finance) may articulate to the:

- BS16 Master of Business (Applied Finance)

Course Structure

Applied Finance

PROFESIONAL RECOGNITION: Students will meet the educational requirements for Associate status of the Financial Services Institute of Australasia (FINSIA).

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

EFN406	Managerial Finance
	Plus three units from:
EFN405	Managerial Economics
EFN410	Economic and Financial Modelling
EFN412	Advanced Managerial Finance
EFN414	International Finance
EFN415	Security Analysis
EFN416	Treasury and Portfolio Management
EFN420	Introduction To Financial Management
EFN421	Financial Planning and Strategies
EFN505	Financial Risk Management
EFN507	Advanced Capital Budgeting
AYN456	Business and Corporations Law

Potential Careers:

Financial Advisor/Analyst, Financial Project Manager.

Graduate Certificate in Business (Human Resource Management) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months)
(Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Dr Robert Thompson

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Human Resource Management) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design

Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Philanthropy and Nonprofit Studies, Public Relations, or Research Studies.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree or equivalent in any field, with an overall minimum GPA of 4.0 (on a 7-point scale).

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL

permitted by visa requirements).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, or who do not have an undergraduate degree but have appropriate professional and employment experience, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Human Resource Management) may articulate to the:

- BS16 Master of Business (Human Resource Management)

Course Structure

Human Resource Management - for students with prior study in HRM

Students with an undergraduate HRM major are required to complete the following 4 units (48 credit points) from the following in consultation with the Discipline Coordinator:

- MGN421 Strategic HRM
- MGN423 Contemporary Strategic Analysis
- MGN431 Strategic Human Resource Development
- MGN433 Managing High-Performance Organisations
- MGN441 Leadership and Executive Coaching
- MGN442 Self Leadership
- MGN443 Talent Management
- MGN505 Consulting and Change Management
- MGN506 Contemporary Issues in Human Resource Management

Or other units approved by the Discipline Coordinator.

Important note: To ensure that the program builds on your prior academic and work experience and is consistent with your planned professional development, each participant in the HRM major should have a program plan. To obtain or renegotiate your plan, please consult with the Discipline Coordinator.

Human Resource Management - for students without prior study in HRM

Students without prior study in HRM are required to complete the following 4 units (48

credit points) from the following in consultation with the Discipline Coordinator:

- MGN409 Introduction to Management
- MGN410 Employment Relations
- MGN412 People in Organisations
- MGN440 Designing Effective and Sustainable Organisations

Important note: To ensure that the program builds on your prior academic and work experience and is consistent with your planned professional development, each participant in the HRM major should have a program plan. To obtain or renegotiate your plan, please consult with the Discipline Coordinator.

Potential Careers:

Human Resource Developer, Human Resource Manager.

Graduate Certificate in Business (Integrated Marketing Communication) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months)
(Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Integrated Marketing Communication) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design

Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Interdisciplinary, International Business, Marketing, Philanthropy and Nonprofit Studies, Public Relations or Research Studies.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

English language requirements (international students)

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

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

- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Integrated Marketing Communication) may articulate to the:

- BS16 Master of Business (Integrated Marketing Communication); or
- BS16 Master of Business (Public Relations); or
- BS16 Master of Business (Marketing).

Course Structure

Integrated Marketing Communication

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

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

Potential Careers:

Marketing Officer/Manager.

Graduate Certificate in Business (Interdisciplinary) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months) (Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Dr Amanda Gudmundsson

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. The Graduate Certificate in Business (Interdisciplinary) is open to students who wish to construct their own program of study necessary to meet personal or professional needs.

Course Design

Students are required to complete 4 units (48 credit points). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

There are no recommended units for the Graduate Certificate in Business (Interdisciplinary), however, students must choose postgraduate units offered by the Faculty of Business, excluding the MBA program. Requests to undertake units from other Faculties will be assessed on a case by case basis, although to award the Graduate Certificate in "Business" it would be expected that at least three of the four units be taken from business studies.

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Public Relations, or Research.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

As students undertaking the Graduate Certificate in Business (Interdisciplinary) may select a combination of units that may not all relate to one discipline, it is not possible to recommend an articulation pathway.

Course Structure

Interdisciplinary

Students are required to complete 4 units (48 credit points) from postgraduate units offered across any discipline within the Faculty of Business, excluding the MBA program. Students must meet any prerequisite requirements for their chosen units.

Graduate Certificate in Business (International Business) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months)
(Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (International Business) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design

Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Philanthropy and Nonprofit Studies, Public Relations or Research.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (International Business) may articulate to the:

- BS16 Master of Business (International Business)

Course Structure

International Business

NOTE: Please note that from 2010, units previously coded "IBN" have been re-coded to reflect School ownership. Unit content is unchanged so students should not re-enrol in units of the same title if previously completed under the old code.

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

MGN447	Managing in a Globalised Economy
	Plus one unit from:
MGN444	Business in Asia
MGN445	Business in Europe
MGN446	Business in Australia
	Plus two units from:
MGN448	Negotiating Across Borders
AMN430	International Logistics Management
AMN431	Marketing Internationally

Potential Careers:

International Business Specialist.

Graduate Certificate in Business (Marketing) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months)
(Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Marketing) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design

Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Philanthropy and Nonprofit Studies, Public Relations or Research Studies.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Marketing) may articulate to the:

- BS16 Master of Business (Marketing); or
- BS16 Master of Business (Public Relations); or
- BS16 Master of Business (Integrated Marketing Communication).

Course Structure

Marketing

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

AMN400	Consumer Behaviour
AMN403	Marketing and Survey Research
AMN442	Marketing Management

Elective unit

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

Potential Careers:

Marketing Officer/Manager.

Graduate Certificate in Business (Philanthropy and Nonprofit Studies) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months)
(Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: No admission for International Students for the major of Philanthropy and Nonprofit Studies as it is only available part-time.

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Associate Professor Jo Barraket

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Philanthropy and Nonprofit Studies) students will undertake 48 specified credit points (8 units) in your chosen discipline.

Course Design

Students are required to complete 48 credit points (8 units). The major in Philanthropy and Nonprofit Studies is only available part-time due to unit offerings. International students who must maintain a full-time study load are not able to undertake this major.

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Public Relations, or Research Studies.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree or equivalent in any field, with an overall minimum GPA of 4.0 (on a 7-point scale).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, or who do not have an undergraduate degree but have appropriate professional and employment experience,

may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Philanthropy and Nonprofit Studies) may articulate to the:

- BS16 Master of Business (Philanthropy and Nonprofit Studies)

Course Structure

Philanthropy and Nonprofit Studies

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

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

GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN484	Management for Philanthropic and Nonprofit Organisations
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN487	Marketing for the Nonprofit Sector
GSN488	Fundraising Development Principles
GSN489	Fundraising Development Techniques

Potential Careers:

Government Officer.

Graduate Certificate in Business (Public Relations) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months) (Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Public Relations) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design

Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Philanthropy and Nonprofit Studies, or Research Studies.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Public Relations) may articulate to the:

- BS16 Master of Business (Public Relations); or
- BS16 Master of Business (Integrated Marketing Communication).

Course Structure

Public Relations

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

AMN461 Corporate Media Strategy and Tactics

AMN465 Public Relations Management

Public Relations Elective unit

One elective unit selected from any 12 credit point postgraduate unit in the specialisation area (Public Relations), subject to the approval of the School Research Coordinator.

Elective unit

This elective unit must be selected from postgraduate units offered by the School of Advertising, Marketing & Public Relations, subject to the approval of the School Research Coordinator.

Potential Careers:

Public Relations Officer/Consultant.

Graduate Certificate in Business (Research Studies) (BS39)

Year offered: 2010

Admissions: Yes

CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months)
(Philanthropy and Nonprofit Studies is not available full-time)

Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition \$9,500 (indicative) per semester

International Fees (indicative): 2010: Full fee tuition \$11,500 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson

Campus: Gardens Point

Overview

The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Research) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design

Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation

GradCertBus(Study Area A)

Other Majors

See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Philanthropy and Nonprofit Studies, or Public Relations.

Entry requirements (domestic and international students)

For all specialisations except Applied Finance the entry requirements are an undergraduate degree or equivalent in any field, with an overall minimum GPA of 4.0 (on a 7-point scale).

English language requirements (international students)

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

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry

Applicants who have an undergraduate degree with a GPA below 4.0, or who do not have an undergraduate degree but have appropriate professional and employment experience, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation

With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Research Studies) may articulate to the:

- BS92 Master of Business (Research)

Course Structure

Research	
	Students are required to complete 4 units (48 credit points) according to their research study area.
	null
	ACCOUNTANCY
AYN433	Research Topics in Accounting
BSN502	Research Methodology
BSN412	Qualitative Research and Analytical Techniques
	or
BSN414	Quantitative Research Methods
	Elective unit
	The elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator.
	null
	ADVERTISING or INTERNATIONAL BUSINESS or MARKETING or PUBLIC RELATIONS
BSN502	Research Methodology
	or
AMN403	Marketing and Survey Research
	Plus
BSN503	Research Seminar
BSN412	Qualitative Research and Analytical Techniques
	Elective unit

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

null

BANKING AND FINANCE (for students with an undergraduate degree in Economics and Finance)

EFN508 Econometric Methods

EFN504 Finance Honours

EFN505 Financial Risk Management

Elective unit

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

null

ECONOMICS (for students with an undergraduate degree in Economics or Banking & Finance)

EFN508 Econometric Methods

EFN500 Contemporary Macroeconomic Theory

EFN502 Developments in Microeconomic Theories

Elective unit

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

null

HUMAN RESOURCE MANAGEMENT or MANAGEMENT

BSN502 Research Methodology

BSN503 Research Seminar

Choose one of:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

Elective unit

The elective unit may be undertaken from any 12 credit point postgraduate unit offering in the School of Management, or other postgraduate unit, with the approval of the School Research Coordinator.

University Diploma in Business (BS40)

Year offered: 2010

Admissions: Yes

CRICOS code: 025282A

Course duration (full-time): 2 semesters

Domestic fees (indicative): International Course

International Fees (indicative): 2010: Full fee tuition \$8,111 (indicative) per semester

International Entry: February, June and October

Total credit points: 96

Standard credit points per full-time semester: 48

Course coordinator: Elizabeth McDade

Campus: Kelvin Grove

Abbreviation

UnivDipBus

Entry Requirements - Academic

Successful completion of senior high school with the required grades. Students can find more detailed country specific entry requirements at the following web site: <http://www.international.qut.edu.au/apply/index.jsp>

Entry Requirements - English Language

Queensland Senior English (Low Achievement) or IELTS 5.5 with no sub-score less than 5.0 or TOEFL iBT Overall score of 69 (at least 18 in writing and reading and 17 or more in listening and speaking) or TOEFL 525 (paper) or TOEFL 193 (CBT) or equivalent, or successful completion of the EAP program. (N.B. Students should also check visa requirements).

Description

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

Course Completion

Students must obtain at least a grade of 4 (Pass) or better in all units.

Progression

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

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

NOTE: Students commencing BS05 in Summer Semester and choosing majors in Human Resource Management, Public Relations or Advertising will require five semesters to

complete the remaining units in BS05 Bachelor of Business due to prerequisites and unit availability. All other majors can be completed in four semesters.

Full-time course structure

Semester One

BSD110	Accounting
BSD124	Working in Business
BSD126	Marketing
QCD110	Professional Communication 1

Semester Two

BSD113	Economics
BSD115	Management
BSD119	Global Business
QCD210	Professional Communication 2

Potential Careers:

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

Bachelor of Business (Accountancy)**(BS56)****Year offered:** 2010**Admissions:** No**Domestic fees (indicative):** 2009: CSP \$4,339 (indicative)
per semester**International Fees (indicative):** 2009: \$9,750 (indicative)
per semester**Domestic Entry:** February and July* (*Gardens Point only)**International Entry:** February, July and November*
(*conditions apply) (International students can only study at
Gardens Point)**QTAC code:** 413021**Past rank cut-off:** 76**Past OP cut-off:** 12**Assumed knowledge:** English (4, SA) and Mathematics A,
B or C (4, SA)**Preparatory studies:** For information on acquiring
assumed knowledge visit<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>**Total credit points:** 288**Standard credit points per full-time semester:** 48**Standard credit points per part-time semester:** 24**Course coordinator:** Dr Erica French, Director of
Undergraduate Studies**Discipline coordinator:** Ms Ros Kent**Campus:** Gardens Point**Potential Careers:**

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

Bachelor of Business (Advertising) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July* (*Gardens Point only)

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

QTAC code: 413021

Past rank cut-off: 76

Past OP cut-off: 12

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Dr Gayle Kerr

Campus: Gardens Point

Full-Time Course Structure

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

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

Year 2, Semester 1

AMB319	Media Planning
BSB110	Accounting
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit

Year 2, Semester 2

AMB318	Advertising Copywriting
BSB111	Business Law and Ethics
BSB113	Economics
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 1

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

Year 3, Semester 2

AMB339	Advertising Campaigns
	Double Major/Extended Major/Specialisation unit
	Elective unit
	Elective unit

Part-Time Course Structure

Year 1, Semester 1

BSB123	Data Analysis
BSB126	Marketing

Year 1, Semester 2

BSB124	Working in Business
BSB119	Global Business

Year 2, Semester 1

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year 2, Semester 2

BSB115	Management
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 1

AMB318	Advertising Copywriting
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 2

AMB319	Media Planning
BSB110	Accounting

Year 4, Semester 1

BSB113	Economics
	Double Major/Extended Major/Specialisation unit

Year 4, Semester 2

AMB320	Advertising Management
BSB111	Business Law and Ethics

Year 5, Semester 1

AMB339	Advertising Campaigns
	Double Major/Extended Major/Specialisation unit

Year 5, Semester 2

Double Major/Extended Major/Specialisation unit

Elective unit

Year 6, Semester 1

Double Major/Extended Major/Specialisation unit

Elective unit

Year 6, Semester 2

Elective unit

Elective unit

Potential Careers:

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

Bachelor of Business (Banking and Finance) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July* (*Gardens Point only)

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

QTAC code: 413021

Past rank cut-off: 76

Past OP cut-off: 12

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Dr Anup Basu

Campus: Gardens Point

Part-Time Course Structure

Year 1, Semester 1

BSB113	Economics
BSB119	Global Business

Year 1, Semester 2

BSB115	Management
EFB223	Economics 2

Year 2, Semester 1

BSB124	Working in Business
BSB126	Marketing

Year 2, Semester 2

BSB110	Accounting
BSB123	Data Analysis

Year 3, Semester 1

BSB111	Business Law and Ethics
EFB210	Finance 1

Year 3, Semester 2

EFB222	Quantitative Methods For Economics and Finance
	Double Major/Extended Major/Specialisation unit

Year 4, Semester 1

EFB307	Finance 2
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Elective unit

Year 4, Semester 2

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

Year 5, Semester 1

EFB201	Financial Markets
	Double Major/Extended Major/Specialisation unit

Year 5, Semester 2

	Elective unit
	Elective unit

Year 6, Semester 1

	Elective unit
	Double Major/Extended Major/Specialisation unit

Year 6, Semester 2

EFB312	International Finance
	Double Major/Extended Major/Specialisation unit

Full-Time Course Structure

Year 1 Semester 1

BSB113	Economics
BSB119	Global Business
BSB123	Data Analysis
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management
EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2

Year 2 Semester 1

BSB111	Business Law and Ethics
BSB124	Working in Business
EFB210	Finance 1
	Double Major/Extended Major/Specialisation unit

Year 2 Semester 2

EFB307	Finance 2
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit
	Elective unit

Year 3 Semester 1

EFB201 Financial Markets
Double Major/Extended Major/Specialisation unit
Double Major/Extended Major/Specialisation unit
Elective unit

Year 3 Semester 2

EFB312 International Finance
Double Major/Extended Major/Specialisation unit
Elective unit
Elective unit

Potential Careers:

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

Bachelor of Business (Economics) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July* (*Gardens Point only)

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

QTAC code: 413021

Past rank cut-off: 76

Past OP cut-off: 12

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Dr Tommy Tang

Campus: Gardens Point

Full-Time Course Structure

Year 1, Semester 1

BSB113	Economics
BSB119	Global Business
BSB123	Data Analysis
BSB126	Marketing

Year 1, Semester 2

BSB110	Accounting
BSB115	Management
EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2

Year 2, Semester 1

BSB111	Business Law and Ethics
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
	Double Major/Extended Major/Specialisation unit

Year 2, Semester 2

BSB124	Working in Business
EFB336	International Economics
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 1

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

Year 3, Semester 2

EFB338	Contemporary Application of Economic Theory
	Double Major/Extended Major/Specialisation unit
	Elective unit
	Elective unit

Part-Time Course Structure

Year 1, Semester 1

BSB113	Economics
BSB119	Global Business

Year 1, Semester 2

BSB115	Management
EFB223	Economics 2

Year 2, Semester 1

BSB123	Data Analysis
BSB126	Marketing

Year 2, Semester 2

BSB110	Accounting
BSB124	Working in Business

Year 3, Semester 1

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics

Year 3, Semester 2

EFB336	International Economics
	Double Major/Extended Major/Specialisation unit

Year 4, Semester 1

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

Year 4, Semester 2

EFB222	Quantitative Methods For Economics and Finance
	Double Major/Extended Major/Specialisation unit

Year 5, Semester 1

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

Year 5, Semester 2

EFB338 Contemporary Application of Economic Theory
Double Major/Extended Major/Specialisation
unit

Year 6, Semester 1

Elective unit
Elective unit

Year 6, Semester 2

Elective unit
Elective unit

Potential Careers:

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

Bachelor of Business (Electronic Business) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: 76

Past OP cut-off: 12

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Ms Sherrena Buckby

Campus: Gardens Point

Full-Time Course Structure

Year 1, Semester 1

BSB111 Business Law and Ethics

BSB119 Global Business

BSB123 Data Analysis

BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting

BSB113 Economics

BSB115 Management

BSB124 Working in Business

Year 2, Semester 1

AYB114 Business Technologies

INB312 Enterprise Systems Applications

Double major unit

Double major unit

Year 2, Semester 2

INB830 Web Sites For Electronic Commerce

AYB115 Governance Issues and Fraud

Double major unit

Elective unit

Year 3, Semester 1

AYB341 Forensic and Business Intelligence

Double major unit

Double major unit

Elective unit

Year 3, Semester 2

INB342 Enterprise Data Mining

Double major unit

Elective unit

Elective unit

Part-Time Course Structure

Year 1, Semester 1

BSB111 Business Law and Ethics

BSB119 Global Business

Year 1, Semester 2

BSB123 Data Analysis

BSB126 Marketing

Year 2, Semester 1

BSB110 Accounting

BSB113 Economics

Year 2, Semester 2

BSB115 Management

BSB124 Working in Business

Year 3, Semester 1

AYB114 Business Technologies

Double major unit

Year 3, Semester 2

AYB115 Governance Issues and Fraud

Elective unit

Year 4, Semester 1

INB312 Enterprise Systems Applications

Double major unit

Year 4, Semester 2

Double Major unit

Elective unit

Year 5, Semester 1

AYB341 Forensic and Business Intelligence

Double major unit

Year 5, Semester 2

INB830 Web Sites For Electronic Commerce

Double major unit

Year 6, Semester 1

Double major unit

Elective unit

Year 6, Semester 2

INB342 Enterprise Data Mining

Elective unit

Potential Careers:

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

Bachelor of Business (Human Resource Management) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July* (*Gardens Point only)

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

QTAC code: 413021

Past rank cut-off: 76

Past OP cut-off: 12

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Mr Greg Southey

Campus: Gardens Point

Full-Time Course Structure

Year 1 Semester 1

BSB115 Management

BSB119 Global Business

BSB123 Data Analysis

BSB126 Marketing

Year 1 Semester 2

BSB124 Working in Business

MGB200 Leading Organisations

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

BSB113 Economics

MGB339 Performance and Reward

Year 2 Semester 2

MGB320 Recruitment and Selection

Double Major/Extended Major/Specialisation unit

Double Major/Extended Major/Specialisation unit

Elective unit

Year 3 Semester 1

MGB331 Learning and Development in Organisations

Double Major/Extended Major/Specialisation unit

Double Major/Extended Major/Specialisation unit

Elective unit

Year 3 Semester 2

Double Major/Extended Major/Specialisation unit

Double Major/Extended Major/Specialisation unit

Elective unit

Elective unit

Part-Time Course Structure

Year 1, Semester 1

BSB113 Economics

BSB124 Working in Business

Year 1, Semester 2

BSB115 Management

BSB123 Data Analysis

Year 2, Semester 1

MGB200 Leading Organisations

MGB207 Human Resource Issues and Strategy

Year 2, Semester 2

BSB119 Global Business

MGB220 Business Research Methods

Year 3, Semester 1

BSB110 Accounting

MGB339 Performance and Reward

Year 3, Semester 2

BSB126 Marketing

MGB320 Recruitment and Selection

Year 4, Semester 1

BSB111 Business Law and Ethics

MGB331 Learning and Development in Organisations

Year 4, Semester 2

Double Major/Extended Major/Specialisation unit

Elective unit

Year 5, Semester 1

Double Major/Extended Major/Specialisation unit

Double Major/Extended Major/Specialisation unit

Year 5, Semester 2

Double Major/Extended Major/Specialisation unit

Elective unit

Year 6, Semester 1

Double Major/Extended Major/Specialisation unit

Elective unit

Year 6, Semester 2

Double Major/Extended Major/Specialisation unit

Elective unit

Potential Careers:

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

Bachelor of Business (International Business) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July

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

QTAC code: 413021

Past rank cut-off: 76

Past OP cut-off: 12

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Mr Michael Cox

Campus: Gardens Point

Full-Time Course Structure

Year 1, Semester 1

BSB113	Economics
BSB115	Management
BSB119	Global Business
BSB126	Marketing

Year 1, Semester 2

BSB123	Data Analysis
BSB124	Working in Business
EFB240	Finance for International Business
AMB336	International Marketing

Year 2, Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics
AMB210	Importing and Exporting Area Study 1

Year 2, Semester 2

Area Study 2
Double Major/Extended Major/ Specialisation unit
Double Major/Extended Major/ Specialisation unit
Elective unit

Year 3, Semester 1

Double Major/Extended Major/ Specialisation unit

Double Major/Extended Major/ Specialisation unit

Double Major/Extended Major/ Specialisation unit

Elective unit

Year 3, Semester 2

AMB369	International Business Strategy
	Double Major/Extended Major/ Specialisation unit
	Elective unit
	Elective unit

Area Study Options

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

IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
MGB340	International Business in the Asia-pacific OR
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
MGB340	International Business in the Asia-pacific null

Part-Time Course Structure

Year 1, Semester 1

BSB119	Global Business
BSB124	Working in Business

Year 1, Semester 2

BSB110	Accounting
BSB115	Management

Year 2, Semester 1

BSB113	Economics
BSB126	Marketing

Year 2, Semester 2

EFB240	Finance for International Business
AMB336	International Marketing

Year 3, Semester 1

AMB210	Importing and Exporting
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 2

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

Year 4, Semester 1

BSB123 Data Analysis
 Double Major/Extended Major/Specialisation unit

Year 4, Semester 2

AMB369 International Business Strategy
 Double Major/Extended Major/Specialisation unit

Year 5, Semester 1

Area Study 1
 Double Major/Extended Major/Specialisation unit

Year 5, Semester 2

Area Study 2
 Elective unit

Year 6, Semester 1

Double Major/Extended Major/Specialisation unit
 Elective unit

Year 6, Semester 2

Elective unit
 Elective unit

Area Study Options

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

IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

MGB340 International Business in the Asia-pacific
 OR

IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

MGB340 International Business in the Asia-pacific
 null

Potential Careers:

Business Analyst, International Business Specialist.

Bachelor of Business (Management) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July* (*Gardens Point and Caboolture only)

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

QTAC code: Gardens Point campus: 413021. Caboolture campus: 463021.

Past rank cut-off: Gardens Point campus: 76. Caboolture campus: 69.

Past OP cut-off: Gardens Point campus: 12. Caboolture campus: 15.

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Dr Kavooos Mohannak

Campus: Gardens Point and Caboolture

Full-Time Course structure

Year 1, Semester 1

BSB115	Management
BSB119	Global Business
BSB123	Data Analysis
BSB126	Marketing

Year 1, Semester 2

BSB111	Business Law and Ethics
BSB113	Economics
BSB124	Working in Business
MGB200	Leading Organisations

Year 2, Semester 1

MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
	Double Major/Extended Major/Specialisation unit
	Elective unit

Year 2, Semester 2

BSB110	Accounting
MGB310	Sustainability in A Changing Environment
	Double Major/Extended Major/Specialisation unit

Elective unit

Year 3, Semester 1

MGB309	Strategic Management
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit
	Elective unit

Year 3, Semester 2

MGB335	Project Management
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit
	Elective unit

Part-Time Course Structure

Year 1, Semester 1

BSB113	Economics
BSB124	Working in Business

Year 1, Semester 2

BSB115	Management
BSB123	Data Analysis

Year 2, Semester 1

BSB111	Business Law and Ethics
MGB200	Leading Organisations

Year 2, Semester 2

BSB119	Global Business
MGB210	Managing Operations

Year 3, Semester 1

BSB110	Accounting
BSB126	Marketing

Year 3, Semester 2

MGB223	Entrepreneurship and Innovation
	Double Major/Extended Major/Specialisation unit

Year 4, Semester 1

MGB310	Sustainability in A Changing Environment
	Double Major/Extended Major/Specialisation unit

Year 4, Semester 2

	Double Major/Extended Major/Specialisation unit
	Elective unit

Year 5, Semester 1

Double Major/Extended Major/Specialisation
unit

Elective unit

Year 5, Semester 2

MGB309 Strategic Management

Double Major/Extended Major/Specialisation
unit

Year 6, Semester 1

MGB335 Project Management

Double Major/Extended Major/Specialisation
unit

Year 6, Semester 2

Elective unit

Elective unit

Potential Careers:

Administrator, Government Officer, Manager.

Bachelor of Business (Marketing) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July* (*Gardens Point and Caboolture only)

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

QTAC code: Gardens Point campus: 413021. Caboolture campus: 463021.

Past rank cut-off: Gardens Point campus: 76. Caboolture campus: 69.

Past OP cut-off: Gardens Point campus: 12. Caboolture campus: 15.

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Mr Bill Proud

Campus: Gardens Point and Caboolture

Full-Time Course Structure

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB240	Marketing Planning and Management
BSB115	Management
	Double Major/Extended Major/Specialisation unit

Year 2, Semester 1

AMB201	Marketing and Audience Research
BSB110	Accounting
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit

Year 2, Semester 2

AMB335	E-marketing Strategies
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BSB111	Business Law and Ethics
BSB113	Economics
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 1

AMB340	Services Marketing
	Double Major/Extended Major/Specialisation unit
	Elective unit
	Elective unit

Year 3, Semester 2

AMB359	Strategic Marketing
	Double Major/Extended Major/Specialisation unit
	Elective unit
	Elective unit

Part-Time Course Structure

Year 1, Semester 1

BSB123	Data Analysis
BSB126	Marketing

Year 1, Semester 2

BSB124	Working in Business
BSB119	Global Business

Year 2, Semester 1

AMB200	Consumer Behaviour
AMB240	Marketing Planning and Management

Year 2, Semester 2

BSB115	Management
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 1

BSB110	Accounting
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 2

AMB201	Marketing and Audience Research
	Double Major/Extended Major/Specialisation unit

Year 4, Semester 1

AMB335	E-marketing Strategies
BSB111	Business Law and Ethics

Year 4, Semester 2

AMB340	Services Marketing
BSB113	Economics

Year 5, Semester 1

AMB359 Strategic Marketing

Double Major/Extended Major/Specialisation unit

Year 5, Semester 2

Double Major/Extended Major/Specialisation unit

Elective unit

Year 6, Semester 1

Double Major/Extended Major/Specialisation unit

Elective unit

Year 6, Semester 2

Elective unit

Elective unit

Potential Careers:

Account Executive, Computer Salesperson/Marketer, Creative Writer, Government Officer, Market Research Manager, Marketing Officer/Manager, Organisational Communication Specialist, Publishing Professional, Sales Person.

Bachelor of Business (Public Relations) (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Domestic Entry: February and July* (*Gardens Point only)

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

QTAC code: 413021

Past rank cut-off: 76

Past OP cut-off: 12

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Discipline coordinator: Ms Amisha Mehta

Campus: Gardens Point

Full-Time Course Structure

Year 1, Semester 1

BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Year 1, Semester 2

AMB263	Introduction To Public Relations
BSB115	Management
	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB261	Media Relations and Publicity
BSB110	Accounting
	Double Major/Extended Major/Specialisation unit

Year 2, Semester 2

AMB262	Public Relations Writing
BSB111	Business Law and Ethics
BSB113	Economics
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 1

AMB373	Corporate Communication
	Double Major/Extended Major/Specialisation unit
	Elective unit
	Elective unit

Year 3, Semester 2

AMB379	Public Relations Campaigns
	Double Major/Extended Major/Specialisation unit
	Elective unit
	Elective unit

For AMB261 and AMB262 units please contact the School of AMPR regarding alternative units.

Part-Time Course Structure

Year 1, Semester 1

BSB123	Data Analysis
BSB126	Marketing

Year 1, Semester 2

BSB124	Working in Business
BSB119	Global Business

Year 2, Semester 1

AMB263	Introduction To Public Relations
	Double Major/Extended Major/Specialisation unit

Year 2, Semester 2

AMB261	Media Relations and Publicity
BSB115	Management

Year 3, Semester 1

BSB110	Accounting
	Double Major/Extended Major/Specialisation unit

Year 3, Semester 2

AMB201	Marketing and Audience Research
	Double Major/Extended Major/Specialisation unit

Year 4, Semester 1

AMB262	Public Relations Writing
BSB111	Business Law and Ethics

Year 4, Semester 2

AMB373	Corporate Communication
BSB113	Economics

Year 5, Semester 1

AMB379 Public Relations Campaigns
Double Major/Extended Major/Specialisation
unit

Year 5, Semester 2

Double Major/Extended Major/Specialisation
unit
Elective unit

Year 6 Semester 1

Double Major/Extended Major/Specialisation
unit
Elective unit

Year 6, Semester 2

Elective unit
Elective unit

For AMB261 and AMB262 units please contact
the School of AMPR regarding alternative
units.

Potential Careers:

Government Officer, Information Officer, Journalist, Policy
Officer, Public Relations Officer/Consultant, Publishing
Professional.

Bachelor of Business - Course Notes (BS56)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2009: CSP \$4,339 (indicative) per semester

International Fees (indicative): 2009: \$9,750 (indicative) per semester

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Erica French, Director of Undergraduate Studies

Campus: Gardens Point and Caboolture

Faculty Core Units and Major Core units

Faculty Core Units (Compulsory)

BSB110	Accounting
BSB111	Business Law and Ethics
BSB113	Economics
BSB115	Management
BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Accountancy Major

AYB200	Financial Accounting
AYB221	Computerised Accounting Systems
AYB225	Management Accounting
AYB301	Audit and Assurance
AYB340	Company Accounting
	EFB101 - please contact School of Accountancy regarding alternative unit

Advertising Major

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
AMB318	Advertising Copywriting
AMB319	Media Planning
AMB320	Advertising Management
AMB339	Advertising Campaigns

Banking and Finance Major

EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2
EFB201	Financial Markets
EFB210	Finance 1
EFB307	Finance 2
EFB312	International Finance

Economics Major

EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
EFB336	International Economics
EFB338	Contemporary Application of Economic Theory

Electronic Business Major

AYB114	Business Technologies
AYB115	Governance Issues and Fraud
AYB341	Forensic and Business Intelligence
INB312	Enterprise Systems Applications
INB830	Web Sites For Electronic Commerce
INB342	Enterprise Data Mining

Human Resource Management Major

MGB200	Leading Organisations
MGB207	Human Resource Issues and Strategy
MGB220	Business Research Methods
MGB339	Performance and Reward
MGB320	Recruitment and Selection
MGB331	Learning and Development in Organisations

International Business Major

EFB240	Finance for International Business
AMB210	Importing and Exporting
AMB336	International Marketing
AMB369	International Business Strategy
	Plus one of the following pairs of area study units:
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
MGB340	International Business in the Asia-pacific OR
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
MGB340	International Business in the Asia-pacific

Management Major

MGB200	Leading Organisations
MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation
MGB309	Strategic Management
MGB310	Sustainability in A Changing Environment
MGB335	Project Management

Marketing Major

AMB200	Consumer Behaviour
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AMB201	Marketing and Audience Research
AMB240	Marketing Planning and Management
AMB335	E-marketing Strategies
AMB340	Services Marketing
AMB359	Strategic Marketing

Public Relations Major

AMB201	Marketing and Audience Research
AMB263	Introduction To Public Relations
AMB261	Media Relations and Publicity
AMB262	Public Relations Writing
AMB373	Corporate Communication
AMB379	Public Relations Campaigns
	For units AMB261 and AMB262 please contact the School of AMPR regarding alternative units.
	Students who have successfully completed AMB261 and have not completed AMB262 must contact the School of AMPR. Students who have completed AMB262 but have not completed AMB261 should enrol in AMB264 Public Relations Techniques.

Extended Majors

Business Law and Tax (BLX)

	For Business student with Accountancy Major only
AYB230	Corporations Law
AYB219	Taxation Law
AYB205	Law of Business Entities
AYB232	Financial Institutions Law
AYB320	Advanced Taxation Law
AYB339	Accountancy Capstone
	Continuing students who have completed any two of the following three units will not be able to enrol in AYB320:
	AYB323 Tax Planning
	AYB328 Taxation of Business Entities
	AYB337 Goods & Services Tax

Professional Accounting (PAX)

	Business students with an Accountancy Major who are seeking professional recognition.
AYB230	Corporations Law
AYB311	Financial Accounting Issues
AYB321	Strategic Management Accounting
AYB219	Taxation Law
EFB210	Finance 1
AYB339	Accountancy Capstone

Advertising (ADX)

AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and

Ethics

AMB330 Advertising Planning Portfolio

AMB331 Direct Marketing

Students permitted to choose any AMBxxx unit provided pre-requisites have been met.

Students permitted to choose any AMBxxx unit provided pre-requisites have been met.

Banking (BFX)

AYB225	Management Accounting
AYB232	Financial Institutions Law
EFB310	Financial Institutions - Control
EFB311	Financial Institutions - Lending
	Plus two units from the following Banking Extended Major Option list:
EFB333	Introductory Econometrics
EFB308	Finance 3
EFB309	Financial Derivatives
EFB335	Investments
EFB326	Applied Portfolio Management

Financial Economics (FEX)

	Business students with Banking and Finance Major
EFB333	Introductory Econometrics
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
EFB336	International Economics
	Plus two units from the following Financial Economics Extended Major Option list:
EFB308	Finance 3
EFB309	Financial Derivatives
EFB335	Investments
EFB337	Game Theory and Applications
EFB326	Applied Portfolio Management

Financial Economics (FEX)

	Business students with an Economics Major
EFB333	Introductory Econometrics
EFB210	Finance 1
EFB201	Financial Markets
EFB337	Game Theory and Applications
	Plus two units from the following Financial Economics Extended Major Options list:
EFB326	Applied Portfolio Management
EFB307	Finance 2
EFB312	International Finance

Funds Management (FDX)

	Business students with a Banking and Finance Major
AYB225	Management Accounting

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EFB308	Finance 3		Managing People
EFB309	Financial Derivatives	MGB207	Human Resource Issues and Strategy
EFB335	Investments	MGB331	Learning and Development in Organisations
	Plus two units from the following Funds Management Extended Major list:		OR
AYB232	Financial Institutions Law	MGB314	Organisational Consulting and Change
EFB333	Introductory Econometrics		International Management
EFB310	Financial Institutions - Control	AMB210	Importing and Exporting
EFB311	Financial Institutions - Lending	AMB303	International Logistics
EFB326	Applied Portfolio Management		Marketing Management
		AMB240	Marketing Planning and Management
		AMB350	Sales and Customer Relationship Management
Human Resource Management (HRX)			Managing Finance
MGB201	Contemporary Employment Relations		Finance 1
MGB309	Strategic Management	EFB210	Finance 2
MGB314	Organisational Consulting and Change	EFB307	Managing Accounting
MGB370	Personal and Professional Development		Management Accounting
	Plus two of:	AYB225	Management Accounting
MGB225	Intercultural Communication and Negotiation Skills	AYB321	Strategic Management Accounting
MGB310	Sustainability in A Changing Environment		
MGB223	Entrepreneurship and Innovation		
MGB210	Managing Operations		
MGB335	Project Management		
International Business (IBX)		Marketing (MKX)	
MGB225	Intercultural Communication and Negotiation Skills		Students are required to select six units from the following, including two level 3 units:
IBB304	Global Industry Analysis	AMB202	Integrated Marketing Communication
AMB303	International Logistics	AMB204	Purchasing and Procurement
IBB311	Globalisation and Theoretical Perspectives on Internationalisation	AMB206	Social Marketing
	Plus two of the following units:	AMB207	Entertainment Marketing
IBB101	Business in Australia	AMB208	Events Marketing
AYB227	International Accounting	AMB209	Tourism Marketing
AMB204	Purchasing and Procurement	AMB220	Advertising Theory and Practice
AMB230	Digital Promotions	AMB249	Professional Selling
AMB300	Independent Project 1	AMB250	Business to Business Marketing
	OR 2 Languages units	AMB251	Innovation and Brand Management
	IBB304 and IBB311 units have been discontinued. If units has not been completed, choose alternative units from IB extended major list.	AMB252	Business Decision Making
		AMB263	Introduction To Public Relations
		AMB303	International Logistics
		AMB310	Internship
		AMB336	International Marketing
		AMB350	Sales and Customer Relationship Management
		AMB353	Retail Marketing
			AMB250 unit has been discontinued. If unit has not been completed, choose alternative unit from the Marketing Extended Major list.
Management (MNX)		Public Relations (PRX)	
MGB201	Contemporary Employment Relations	AMB202	Integrated Marketing Communication
MGB225	Intercultural Communication and Negotiation Skills	AMB374	Global Public Relations Cases
MGB324	Managing Business Growth	AMB375	Public Relations Management
MGB370	Personal and Professional Development		Extended Major unit
	Choose two units in a specialised area such as those recommended below or develop your own with advice from the Discipline Academic Advisor.		Extended Major unit
			Extended Major unit

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The final 3 Extended Major units can consist of any AMBxxx unit offered provided pre-requisites have been met.

AMB261 Media Relations and Publicity
 AMB208 Events Marketing

For AMB261 unit please contact School of AMPR regarding alternative unit.

Specialisations

Business Law and Tax (BLS)

Business students without an Accountancy Major

AYB205 Law of Business Entities
 AYB219 Taxation Law
 AYB230 Corporations Law
 AYB232 Financial Institutions Law
 AYB320 Advanced Taxation Law
 Choose one of:
 MGB201 Contemporary Employment Relations
 AMB231 Marketing Communications Regulations and Ethics
 AYB115 Governance Issues and Fraud

Electronic Business (EUS)

AYB114 Business Technologies
 AYB115 Governance Issues and Fraud
 AYB341 Forensic and Business Intelligence
 INB312 Enterprise Systems Applications
 INB342 Enterprise Data Mining
 INB830 Web Sites For Electronic Commerce

Financial Economics (FES)

Business students without an Economics or Banking and Finance Major

EFB223 Economics 2
 EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics
 EFB338 Contemporary Application of Economic Theory
 Plus two of the following:
 EFB210 Finance 1
 EFB336 International Economics
 EFB201 Financial Markets
 EFB337 Game Theory and Applications
 EFB326 Applied Portfolio Management
 EFB328 Public Economics and Finance
 EFB328 - Substitute any Level 3 EFB3xx unit.

Integrated Marketing Communication (IMS)

AMB202 Integrated Marketing Communication
 AMB220 Advertising Theory and Practice
 AMB263 Introduction To Public Relations
 AMB331 Direct Marketing
 AMB350 Sales and Customer Relationship Management
 Plus one of the following:
 AMB230 Digital Promotions

International Logistics Specialisation (ILG)

AMB303 International Logistics
 AYB341 Forensic and Business Intelligence
 Choose four from:
 AMB210 Importing and Exporting
 AMB336 International Marketing
 EFB213 Management Science
 MGB210 Managing Operations
 AMB204 Purchasing and Procurement
 EFB213 unit has been discontinued. The unit has been replaced by AMB252 which is offered in sem 2 OR MGB335 which is offered in sem 1 and 2.

Sales (SALES)

For students with a Marketing major

AMB230 Digital Promotions
 AMB249 Professional Selling
 MGB225 Intercultural Communication and Negotiation Skills
 AMB331 Direct Marketing
 AMB350 Sales and Customer Relationship Management
 AMB353 Retail Marketing

Sales (SALES)

For students without a Marketing major

AMB240 Marketing Planning and Management
 Choose 5 from the following (two must be AMB3xx units):
 AMB230 Digital Promotions
 AMB249 Professional Selling
 AMB250 Business to Business Marketing
 AMB331 Direct Marketing
 AMB350 Sales and Customer Relationship Management
 AMB353 Retail Marketing
 AMB250 unit has been discontinued. The unit has been replaced by MGB225.

International Exchange (IEX)

Two language units
 OR
 One language unit
 AND
 MGB225 Intercultural Communication and Negotiation Skills
 Plus:
 Four approved Business units taken on exchange*

*Students should consult the Director of Studies or the Subject Area Coordinator of their primary major for exchange unit approval.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management
BSB119	now retitled BSB119 Global Business
BSB122	is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121	is now AYB200 Financial Accounting AYB121
AYB220	is now AYB340 Company Accounting AYB220
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300	is now AMB369 International Business Strategy
IBB308	is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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Marketing Core units

AMB241	is now AMB335 E-Marketing Strategies
AMB341	is now AMB359 Strategic Marketing

Public Relations Core units

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB360	is replaced by AMB373 Corporate Communication
AMB361	is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223	replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is replaced by AYB205 Law of Business Entities
AYB312	is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230	now retitled AMB230 Digital Promotions
AMB330	now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics
EFB318	is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

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EFB200	is replaced by EFB333 Introductory Econometrics	AMB352	is replaced by AMB252 Business Decision Making
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AMB354	is now AMB208 Events Marketing
EFB211	is replaced by EFB331 Intermediate Microeconomics	IBB213	is now AMB336 International Marketing
EFB325	is replaced by EFB336 International Economics	IBB303	is now AMB303 International Logistics
EFB318	is replaced by EFB335 Investments	Public Relations Extended Major (PRX)	
EFB324	is replaced by EFB337 Game Theory and Applications	AMB370	is replaced by AMB374 Global Public Relations Cases
Financial Economics Extended Major (FEX) (for Economics Students)		AMB371	is replaced by AMB375 Public Relations Management
EFB200	is replaced by EFB333 Introductory Econometrics	Business Law and Tax Specialisation (BLS)	
EFB324	is replaced by EFB201 Financial Markets	AYB223	is replaced by AYB230 Corporations Law
EFB325	is replaced by EFB337 Game Theory and Applications	AYB325	is now AYB219 Taxation Law
Funds Management Extended Major (FDX)		AYB305	is now AYB205 Company Law & Practice
EFB318	is replaced by EFB335 Investments	AYB312	is now AYB232 Financial Institutions Law
AYB312	is now AYB232 Financial Institutions Law	BSB213	is now AYB115 Governance Issues in E-Business
EFB200	is replaced by EFB333 Introductory Econometrics	Electronic Business Specialisation (EUS)	
Human Resource Management Extended Major (HRX)		BSB212	is replaced by AYB114 Business Technologies
MGB315	is now MGB370 Personal and Professional Development	BSB213	is replaced by AYB115 Governance Issues and Fraud
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	BSB314	is replaced by AYB341 Forensic and Business Intelligence
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	ITB233	is now INB312 Enterprise Systems Applications
International Business Extended Major (IBX)		ITB823	is now INB830 Web Sites for E-Commerce
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	ITB239	is now INB342 Enterprise Data Mining
IBB303	is now AMB303 International Logistics	Financial Economics Specialisation (FES)	
AMB230	now retitled AMB230 Digital Promotions	EFB102	is replaced by EFB223 Economics 2
IBB312	is replaced by AMB300 Independent Project 1	EFB202	is replaced by EFB330 Intermediate Macroeconomics
Management Extended Major (MNX)		EFB211	is replaced by EFB331 Intermediate Microeconomics
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB329	is now 338 Contemporary Applications of Economics
MGB218	is now MGB324 Managing Business Growth	EFB314	is replaced by EFB336 International Economics
MGB315	is now MGB370 Personal & Professional Development	EFB324	is replaced by EFB201 Financial Markets
IBB210	is replaced by AMB210 Import and Exporting	EFB325	is replaced by EFB337 Game Theory and Applications
IBB303	is now AMB303 International Logistics	Integrated Marketing Communication Specialisation (IMS)	
Marketing Extended Major (MKX)		AMB260	is replaced by AMB263 Introduction to Public Relations
AMB251	now retitled AMB251 Innovation and Brand Management	AMB230	now retitled AMB230 Digital Promotions
AMB260	is replaced by AMB263 Introduction to Public Relations	AMB354	is now AMB208 Events Marketing
AMB351	is now AMB209 Tourism Marketing	International Logistics Specialisation (ILG)	
		IBB303	is now AMB303 International Logistics
		BSB314	is replaced by AYB341 Forensic and Business Intelligence
		IBB210	is replaced by AMB210 Importing and

Exporting

EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Bachelor of Business (Management or Marketing) (BS58)

Year offered: 2010

Admissions: No

Course duration (full-time): 3 years

Course duration (part-time): 6 years

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

Domestic Entry: February and July

QTAC code: This course is no longer offered.

Past rank cut-off: 68

Past OP cut-off: 15

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for marketing major, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Course coordinator: Dr Erica French

Discipline coordinator: Management: Prof Robert Waldersee; Marketing: Mr Bill Proud

Campus: Caboolture

Potential Careers:

Administrator, Manager, Market Research Manager, Marketing Officer/Manager.

Bachelor of Business (Honours) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February; July*(*not Economics or Banking & Finance)

International Entry: February; July* (subject to unit availability)

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Dr Jodie Nelson (Accountancy); A/Prof Rebekah Russell-Bennett (Advertising, International Business, Marketing & Public Relations); A/Prof Adam Clements (Economics and Banking & Finance) and Dr Artemis Chang (Management and Human Resource Management)

Campus: Gardens Point

Entry requirements (domestic and international students)

A Bachelor of Business from QUT that includes a major in the area of intended Honours level study or a qualification deemed equivalent. Students must have achieved a Grade Point Average (GPA) of 5.5 or better on a 7-point scale in the three years of undergraduate study or other qualifications and experience which is considered by the Executive Dean of Faculty to qualify for admission. Students would normally apply for admission to Honours at the end of the final year of their pass degree, or within 18 months of completing the pass degree.

Potential applicants who do not meet these requirements should not feel discouraged from applying. Applications will be judged on the basis of their entire academic record, with particular attention being given to their performance in the final semesters of their undergraduate degree.

The course is designed for total immersion in academic study for a full-time year. Therefore undertaking the Honours course part-time is generally discouraged. Not all Schools permit mid-year entry. The structure of the course is such that the coursework units in the first semester logically precede the research thesis mostly completed in the second semester.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Discipline Coordinators for enrolment advice and course progression details. The majors in Banking and Finance; and Economics are not available for mid-year entry due to unit availability. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Discipline coordinators

Accountancy: Dr Jodie Nelson

Advertising: Associate Professor Rebekah Russell-Bennett

Finance: Professor Adam Clements

Economics: Professor Adam Clements

Human Resource Management: Dr Artemis Chang

International Business: Associate Professor Rebekah Russell-Bennett

Management: Dr Artemis Chang

Marketing: Associate Professor Rebekah Russell-Bennett

Public Relations: Associate Professor Rebekah Russell-Bennett

Abbreviation

BBus(Hons)

Bachelor of Business (Honours) (Accountancy) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Dr Jodie Nelson

Campus: Gardens Point

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Alternative pathways

Our program is very flexible and there are alternative pathways to Honours

The traditional approach is to complete a fourth year after you graduate from your undergraduate degree.

The School also offers the unique opportunity to fast track your studies and complete both your Bachelor of Business and Honours degree in three years with significant financial support through the Dean's Honours program or the School of Accountancy Honours Scholarship Program. Both programs offer successful applicants the opportunity of enrolling in extra units throughout the first two years and over summer, so you can commence and complete your Honours year in the third rather than the fourth year.

Programs can be specially designed for double degree students and part-time students.

Entry requirements (domestic and international students)

A Bachelor of Business from QUT that includes a major in the area of intended Honours level study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the three years of undergraduate study or other qualifications and experience which is considered by the Executive Dean of Faculty to qualify for admission. Students would normally apply for admission to Honours at the end of the final year of their pass degree, or within 18 months of completing the pass degree.

Applications for the Accountancy major (for commencement in semester 1, 2011) should be submitted by November 2010 - exact date to be confirmed.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Honours Discipline Coordinator for enrolment advice and course progression details. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Further information

For further information on this course contact the Honours Discipline Coordinator Dr Jodie Nelson on 3138 2518 or je.nelson@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Coordinator should be your first point of contact.

Abbreviation

BBusHons(Acc)

Course Structure (full-time)

Accountancy	
	Students must complete three prescribed units (36 credit points), one elective unit (12 credit points) and a dissertation (48 credit points).
	Prescribed units:
BSN502	Research Methodology
AYN433	Research Topics in Accounting
	OR other postgraduate unit approved by the School Honours Coordinator
BSN412	Qualitative Research and Analytical Techniques
	OR
BSN414	Quantitative Research Methods
	Elective Unit
	One 12 credit point elective unit approved by the School Honours Coordinator
	Dissertation
BSN501-1	Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

While enrolled in the Honours program, students are required to present a seminar detailing their research proposal and attend the School research seminars. IF37 students are exempt from the 4 coursework units.

Potential Careers:

Account Executive, Accountant, Actuary, Certified Practicing Accountant.

Bachelor of Business (Honours) (Advertising) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Rebekah Russell-Bennett

Campus: Gardens Point

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Entry requirements (domestic and international students)

A completed Bachelor or course work Masters degree that includes a major in the area of intended study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the relevant degree or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission.

Applicants are required to nominate a supervisor and topic before submitting a formal application. Normally applications will be successful only if a supervisor and topic are well matched. The faculty does not guarantee supervision capacity for all topics. Applicants should ensure that there is a genuine fit with the potential supervisor's research interests by looking at the interests of the researchers within the relevant school as stated on the Faculty website. The Research Coordinator within each school can also assist with this process.

To assist applicants to find an appropriate supervisor, applicants should:

1. Identify supervisor's research interests by looking at the interests of the researchers as described on the Faculty website;
2. Contact the HDR Admissions Officer within the Faculty of Business. This contact should include a transcript of academic records, the topic area which they wish to study, the school in which they wish to undertake their research,

and if known, the name of a potential supervisor. The information will be passed onto the nominated school or supervisor.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Honours Discipline Coordinator for enrolment advice and course progression details. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Further information

For further information on this course contact Honours Discipline Coordinator Associate Professor Rebekah Russell-Bennett on 3 1 3 8 2 8 9 4 or rebekah.bennett@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Discipline Coordinator should be your first point of contact.

Abbreviation

BBusHons(Adv)

Course Structure (full-time)

Advertising	
	Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).
	Select two units from the following Compulsory Core units:
BSN502	Research Methodology
BSN503	Research Seminar
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
	Plus 2 elective units
	The elective units for this Honours program may be selected from any 12 credit point postgraduate unit offered by the School of Advertising, Marketing and Public Relations, in the specialisation area (Advertising), subject to the approval of the School Honours Coordinator.
	Dissertation

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

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Potential Careers:

Advertising Professional.

Bachelor of Business (Honours) (Banking and Finance) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Adam Clements

Campus: Gardens Point

Overview

If applicants have shown high achievement in an undergraduate degree, the Honours program allows advanced studies in a chosen field. The capacity to conduct rigorous independent research will develop, and the advanced coursework integrates conceptual and practical knowledge within a discipline. Applicants can study within the fields of Accountancy, Advertising, Banking & Finance, Economics, Human Resource Management, International Business, Management, Marketing, Public Relations. The Faculty will provide students with up to \$600 for approved research related expenses associated with the preparation of a thesis under the Faculty's Postgraduate Research Student Support Scheme. Schools may also provide additional fund

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Entry requirements (domestic and international students)

A Bachelor of Business from QUT that includes a major in the area of intended Honours level study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the three years of undergraduate study or other qualifications and experience which is considered by the Executive Dean of Faculty to qualify for admission. Students would normally apply for admission to Honours at the end of the final year of their pass degree, or within 18 months of completing the pass degree.

English language requirements (international students)

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

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

Prerequisites

Although not compulsory, all QUT Bachelor of Business students who are considering an Honours year are recommended to complete EFB333 Introductory Econometrics as part of their undergraduate degree.

Available full-time only

Please note that the majors in Banking and Finance; and Economics are not available part-time.

Important course specific enrolment advice

To obtain further information about the policies and procedures relating to this course, please refer to the Faculty Postgraduate Guidelines.

Other useful information can be found on the Student Services website.

Further information

For further information on this course contact Honours Discipline Coordinator Associate Professor Adam Clements on a.clements@qut.edu.au or Administration Officer Michelle Smith on michelle.smith@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Discipline Coordinator is your primary contact.

Abbreviation

BBusHons(Bkf)

Course Structure (full-time)

Banking and Finance

(NOT AVAILABLE FOR MID-YEAR ENTRY DUE TO UNIT AVAILABILITY, NOT AVAILABLE PART-TIME)

Students must complete three prescribed units (36 credit points), one elective (12 credit points), and a dissertation (48 credit points).

Compulsory Units:

EFN504	Finance Honours
EFN505	Financial Risk Management
EFN508	Econometric Methods

Plus one Elective unit:

The elective unit for this Honours program may be taken from any postgraduate unit offered by the School of Accountancy or by the School of Economics and Finance subject to the approval of the School Research Coordinator or Head of School.

Dissertation

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

Potential Careers:

Banker, Banking and Finance Professional, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Stockbroker.

Bachelor of Business (Honours) (Economics) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Adam Clements

Campus: Gardens Point

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Entry requirements (domestic and international students)

A completed Bachelor or course work Masters degree that includes a major in the area of intended study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the relevant degree or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission.

Applicants are required to nominate a supervisor and topic before submitting a formal application. Normally applications will be successful only if a supervisor and topic are well matched. The faculty does not guarantee supervision capacity for all topics. Applicants should ensure that there is a genuine fit with the potential supervisor's research interests by looking at the interests of the researchers within the relevant school as stated on the Faculty website. The Research Coordinator within each school can also assist with this process.

To assist applicants to find an appropriate supervisor, applicants should:

1. Identify supervisor's research interests by looking at the interests of the researchers as described on the Faculty website;
2. Contact the HDR Admissions Officer within the Faculty of Business. This contact should include a transcript of academic records, the topic area which they wish to study, the school in which they wish to undertake their research,

and if known, the name of a potential supervisor. The information will be passed onto the nominated school or supervisor.

English language requirements (international students)

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

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

Available full-time only

Please note that the majors in Banking and Finance; and Economics are not available part-time.

Further information

For further information on this course contact the Honours Discipline Coordinator Associate Professor Adam Clements on a.clements@qut.edu.au or Administration Officer Michelle Smith on michelle.smith@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Discipline Coordinator is your primary contact.

Abbreviation

BBusHons(Eco)

Course Structure (full-time)

Economics	
	(NOT AVAILABLE FOR MID-YEAR ENTRY DUE TO UNIT AVAILABILITY, NOT AVAILABLE PART-TIME)
	Students must complete three prescribed units (36 credit points), one elective (12 credit points), and a dissertation (48 credit points).
	Compulsory Units:
EFN500	Contemporary Macroeconomic Theory
EFN502	Developments in Microeconomic Theories
EFN508	Econometric Methods
	Plus one Elective unit:
	The elective unit may be taken from any postgraduate unit offered by the School of Accountancy or School of Economics and Finance, subject to the approval of the School Research Coordinator or Head of School.
BSN501-1	Dissertation
BSN501-2	Dissertation
BSN501-3	Dissertation
BSN501-4	Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

Potential Careers:

Economist.

Bachelor of Business (Honours) (Human Resource Management) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Dr Artemis Chang

Campus: Gardens Point

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Entry requirements (domestic and international students)

A completed Bachelor or course work Masters degree that includes a major in the area of intended study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the relevant degree or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission.

Applicants are required to nominate a supervisor and topic before submitting a formal application. Normally applications will be successful only if a supervisor and topic are well matched. The faculty does not guarantee supervision capacity for all topics. Applicants should ensure that there is a genuine fit with the potential supervisor's research interests by looking at the interests of the researchers within the relevant school as stated on the Faculty website. The Research Coordinator within each school can also assist with this process.

To assist applicants to find an appropriate supervisor, applicants should:

1. Identify supervisor's research interests by looking at the interests of the researchers as described on the Faculty website;
2. Contact the HDR Admissions Officer within the Faculty of Business. This contact should include a transcript of academic records, the topic area which they wish to study, the school in which they wish to undertake their research, and if known, the name of a potential supervisor. The

information will be passed onto the nominated school or supervisor.

Facilities

Full-time students are provided with modern, well-appointed office space which includes access to a shared-desk with a computer and telephone.

There are breakout areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the Honours program.

English language requirements (international students)

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

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

Further information

For further information on this course contact Honours Discipline Coordinator Dr Artemis Chang on 3138 2522 or a2.chang@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Discipline Coordinator should be your first point of contact.

Mid-year entry students

Mid-year entry students should contact the Honours Discipline Coordinator for enrolment advice and course progression details. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Abbreviation

BBusHons(HRM)

Course Structure (full-time)

Human Resource Management

Under the umbrella of Human Resources Management, students may also be able to undertake a dissertation in Employee Relations.

Students must complete two prescribed units (24 credit points), two elective units (24 credit points) and a dissertation (48 credit points).

Two Compulsory Core Units:

BSN502 Research Methodology

BSN503 Research Seminar

Elective Unit

1 elective unit (12 credit points) with approval of the School Research Coordinator. The elective unit may be taken from any 12 credit point postgraduate unit offered by the School of Management or other postgraduate unit, with the approval of the School Research Coordinator.

Choose one of:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

Dissertation

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

Potential Careers:

Human Resource Developer, Human Resource Manager.

Bachelor of Business (Honours) (International Business) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Rebekah Russell-Bennett

Campus: Gardens Point

Abbreviation

BBusHons(IntBus)

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Entry requirements (domestic and international students)

A completed Bachelor or course work Masters degree that includes a major in the area of intended study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the relevant degree or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission.

Applicants are required to nominate a supervisor and topic before submitting a formal application. Normally applications will be successful only if a supervisor and topic are well matched. The faculty does not guarantee supervision capacity for all topics. Applicants should ensure that there is a genuine fit with the potential supervisor's research interests by looking at the interests of the researchers within the relevant school as stated on the Faculty website. The Research Coordinator within each school can also assist with this process.

To assist applicants to find an appropriate supervisor, applicants should:

1. Identify supervisor's research interests by looking at the interests of the researchers as described on the Faculty website;
2. Contact the HDR Admissions Officer within the Faculty of

Business. This contact should include a transcript of academic records, the topic area which they wish to study, the school in which they wish to undertake their research, and if known, the name of a potential supervisor. The information will be passed onto the nominated school or supervisor.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Honours Discipline Coordinator for enrolment advice and course progression details. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Further information

For further information on this course contact the Honours Discipline Coordinator Associate Professor Rebekah Russell-Bennett on 3 138 2894 or rebekah.bennett@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Discipline Coordinator should be your first point of contact.

Course Structure (full-time)

International Business	
	Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).
	Two Compulsory Core Units:
BSN502	Research Methodology
BSN503	Research Seminar
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
	Plus two Elective units:
	The 2 elective units for this Honours program may be taken from any 12 credit point postgraduate unit offered by the Faculty, in the specialisation area (International Business), subject to the approval of the School Research Coordinator.
	Dissertation
BSN501-1	Dissertation
BSN501-2	Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

Potential Careers:

International Business Specialist.

Bachelor of Business (Honours) (Management) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Dr Artemis Chang

Campus: Gardens Point

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Facilities

Full-time students are provided with modern, well-appointed office space which includes access to a shared-desk with a computer and telephone.

There are breakout areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the Honours program.

Entry requirements (domestic and international students)

A completed Bachelor or course work Masters degree that includes a major in the area of intended study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the relevant degree or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission.

Applicants are required to nominate a supervisor and topic before submitting a formal application. Normally applications will be successful only if a supervisor and topic are well matched. The faculty does not guarantee supervision capacity for all topics. Applicants should ensure that there is a genuine fit with the potential supervisor's research interests by looking at the interests of the researchers within the relevant school as stated on the Faculty website. The

Research Coordinator within each school can also assist with this process.

To assist applicants to find an appropriate supervisor, applicants should:

1. Identify supervisor's research interests by looking at the interests of the researchers as described on the Faculty website;
2. Contact the HDR Admissions Officer within the Faculty of Business. This contact should include a transcript of academic records, the topic area which they wish to study, the school in which they wish to undertake their research, and if known, the name of a potential supervisor. The information will be passed onto the nominated school or supervisor.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Honours Discipline Coordinator for enrolment advice and course progression details. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Further information

For further information on this course contact the Honours Discipline Coordinator Dr Artemis Chang on 3138 2522 or a2.chang@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours coordinator should be your first point of contact.

Abbreviation

BBusHons(Mgt)

Course Structure (full-time)

Management	
	Students must complete two prescribed units (24 credit points), two elective units (24 credit points) and a dissertation (48 credit points).
	Two Compulsory Core Units:
BSN502	Research Methodology
BSN503	Research Seminar
	Elective Unit
	1 elective unit (12 credit points) with approval

of the School Research Coordinator. The elective unit may be taken from any 12 credit point postgraduate unit offered by the School of Management or other postgraduate unit, with the approval of the School Research Coordinator.

Choose one of:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods
Dissertation

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

Potential Careers:

Government Officer, Manager.

Bachelor of Business (Honours) (Marketing) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Rebekah Russell-Bennett

Campus: Gardens Point

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Entry requirements (domestic and international students)

A completed Bachelor or course work Masters degree that includes a major in the area of intended study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the relevant degree or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission.

Applicants are required to nominate a supervisor and topic before submitting a formal application. Normally applications will be successful only if a supervisor and topic are well matched. The faculty does not guarantee supervision capacity for all topics. Applicants should ensure that there is a genuine fit with the potential supervisor's research interests by looking at the interests of the researchers within the relevant school as stated on the Faculty website. The Research Coordinator within each school can also assist with this process.

To assist applicants to find an appropriate supervisor, applicants should:

1. Identify supervisor's research interests by looking at the interests of the researchers as described on the Faculty website;
2. Contact the HDR Admissions Officer within the Faculty of Business. This contact should include a transcript of academic records, the topic area which they wish to study, the school in which they wish to undertake their research,

and if known, the name of a potential supervisor. The information will be passed onto the nominated school or supervisor.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Honours Discipline Coordinator for enrolment advice and course progression details. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Further information

For further information on this course contact the Honours Discipline Coordinator Associate Professor Rebekah Russell-Bennett on 3138 2894 or rebekah.bennett@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Discipline Coordinator should be your first point of contact.

Abbreviation

BBusHons(Mkg)

Course Structure (full-time)

Marketing	
	Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).
	Select two units from the following Compulsory Core units:
BSN502	Research Methodology
BSN503	Research Seminar
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
	Plus 2 elective units
	The elective units for this Honours program may be selected from any 12 credit point postgraduate unit offered by the School of Advertising, Marketing and Public Relations, in the specialisation area (Advertising), subject to the approval of the School Honours Coordinator.
	Dissertation

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

Potential Careers:

Marketing Officer/Manager.

Bachelor of Business (Honours) (Public Relations) (BS63)

Year offered: 2010

Admissions: Yes

CRICOS code: 009038B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: CSP \$4,430 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Total credit points: 96

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Rebekah Russell-Bennett

Campus: Gardens Point

Course design

Students must complete four coursework units (48 credit points) and a dissertation (48 credit points), as per the programs of study described under the individual majors.

Unit prerequisite requirements are deemed to have been satisfied upon admission to this course. Where elective units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the Subject Area Coordinator prior to enrolment.

Entry requirements (domestic and international students)

A completed Bachelor or course work Masters degree that includes a major in the area of intended study or a qualification deemed equivalent. Students must have achieved a grade-point average (GPA) of 5.5 or better on a 7-point scale in the relevant degree or other qualifications and experience which is considered by the Dean of Faculty to qualify for admission.

Applicants are required to nominate a supervisor and topic before submitting a formal application. Normally applications will be successful only if a supervisor and topic are well matched. The faculty does not guarantee supervision capacity for all topics. Applicants should ensure that there is a genuine fit with the potential supervisor's research interests by looking at the interests of the researchers within the relevant school as stated on the Faculty website. The Research Coordinator within each school can also assist with this process.

To assist applicants to find an appropriate supervisor, applicants should:

1. Identify supervisor's research interests by looking at the interests of the researchers as described on the Faculty website;
2. Contact the HDR Admissions Officer within the Faculty of Business. This contact should include a transcript of academic records, the topic area which they wish to study, the school in which they wish to undertake their research,

and if known, the name of a potential supervisor. The information will be passed onto the nominated school or supervisor.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Honours Discipline Coordinator for enrolment advice and course progression details. Mid-year entry to any major cannot be guaranteed and is subject to supervisor and unit availability.

Further information

For further information on this course contact the Honours Discipline Coordinator Associate Professor Rebekah Russell-Bennett on 3 1 3 8 2 8 9 4 or rebekah.bennett@qut.edu.au

The Honours Discipline Coordinator is responsible for the administration of the course, including admissions, scholarships and determining the result for the year as a whole. If you have any questions about the course or any comments, the Honours Discipline Coordinator should be your first point of contact.

Abbreviation

BBusHons(PR)

Course Structure (full-time)

Public Relations	
	Students must complete two prescribed units (24 credit points), two electives (24 credit points), and a dissertation (48 credit points).
	Select two units from the following Compulsory Core units:
BSN502	Research Methodology
BSN503	Research Seminar
BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
	Plus 2 elective units
	The elective units for this Honours program may be selected from any 12 credit point postgraduate unit offered by the School of Advertising, Marketing and Public Relations, in the specialisation area (Advertising), subject to the approval of the School Honours Coordinator.
	Dissertation

BSN501-1 Dissertation

BSN501-2 Dissertation

BSN501-3 Dissertation

BSN501-4 Dissertation

While enrolled in part one of the Dissertation (BSN501-1) students are required to present a seminar detailing their research proposal.

Potential Careers:

Public Relations Officer/Consultant.

Graduate Diploma in Business (Professional Accounting) (BS79)

Year offered: 2010

Admissions: Yes

CRICOS code: 069962B

Course duration (full-time): 1 year (2 semesters)

Course duration (part-time): 2 years (4 semesters)

Domestic fees (indicative): 2010: \$9,500 per semester (indicative)

International Fees (indicative): 2010: \$11,000 per semester (indicative)

Total credit points: 96

Overview

The Graduate Diploma of Business (Professional Accounting) provides students with a solid core in accounting studies and ensures that graduates meet the academic requirements of the Australian professional accounting bodies. This program will be fully nested within the BS16 and BS17 programs and, consequently, requires that students achieve the learning outcomes designed for the Master of Business suite.

If you are looking to change your career direction or enhance your career options, accountancy is a dynamic profession that will provide you with a sustainable, challenging and diverse range of career paths. Professional accountants are in increasing demand nationally and internationally by organisations throughout the commercial, public and not-for-profit sectors. Accountants can work in commerce and industry, in public or chartered accounting firms, in government organisations or as individual practitioners.

Discipline units focus on financial and management accounting requirements, specialised applications in company accounting, audit and assurance, tax and company regulation. Core concepts and knowledge, problem-solving skills and critical and analytical thinking are developed throughout the entire course.

Professional Recognition

The Graduate Diploma of Business (Professional Accounting) meets academic requirements of the Australian professional accounting bodies.

Entry Requirement

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

International Students

In addition to the above academic entry requirement, international students must meet the following English language proficiency levels:

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

Further Information

If you have any further questions regarding this course please contact the Faculty of Business Student Services Office by phone on (07) 3138 2050, via email on bus@qut.com or in person at Level 1, B Block, Gardens Point campus

Course structure

To complete the Graduate Diploma in Business (Professional Accounting) a student must successfully complete (a) and (b) below:

(a) CORE UNITS (72 credit points)

AYN414	Cost and Management Accounting
AYN416	Financial Accounting 1
AYN417	Financial Accounting 2
AYN418	Financial Accounting 3
AYN456	Business and Corporations Law
EFN406	Managerial Finance

(b) 24 credit points from:-

AYN411	Audit and Assurance
AYN438	Taxation Law and Practice
AYN443	Electronic Commerce Cycles
EFN422	Economics and Data Analysis
AYN411 and AYN438 required for ICAA purposes	
AYN443 and EFN422 required for CPA purposes	

Potential Careers:

Accountant.

**Master of Business (Professional
Accounting) (BS89)**

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2010: Full fee tuition \$9,500
(indicative) per semester

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Master of Business (Research) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Domestic Entry: At any time, but usually in February or July to accommodate coursework requirements

International Entry: At any time, but usually in February or July to accommodate coursework requirements

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Marion Hutchinson (Accountancy); Associate Professor Ian Lings (Advertising, International Business, Marketing, Public Relations); Professor Janice How (Economics, Banking and Finance); Dr Artemis Chang (Human Resource Management, Management); Professor Per Davidsson (Entrepreneurship and Innovation); and Associate Professor Jo Barraket

Campus: Gardens Point

Course design

The Master of Business (Research) is a three semester or 18 month program (full-time equivalent), usually involving one semester of coursework in research skills development, followed by a two semester research program culminating in the submission of a thesis of approximately 40-50,000 words.

For entry without an Honours degree, students would usually complete a semester of coursework (48 credit points) followed by a dissertation (96 credit points).

For entry with an Honours degree, and where no further coursework is prescribed at point of admission, students must complete a dissertation (96 credit points).

A grade point average of 5.0 within the prescribed coursework must be maintained in order for BS92 enrolment to continue. It is normal for coursework to be undertaken at or near commencement of study, unless the applicant has already completed more or less identical subjects previously. The subjects, completed at the Gardens Point campus, include training in qualitative and quantitative methods and in research methodology.

Candidates are expected to have regular face-to-face contact with supervisors and participate in scholarly activities such as research seminars and colloquia.

Teaching and publishing are also encouraged.

Discipline coordinators

Accountancy: Associate Professor Marion Hutchinson

Advertising: Associate Professor Ian Lings

Banking and Finance: Professor Janice How

Economics: Professor Janice How

Entrepreneurship and Innovation: Professor Per Davidsson

Human Resource Management: Dr Artemis Chang

International Business: Associate Professor Ian Lings

Management: Dr Artemis Chang

Marketing: Associate Professor Ian Lings

Philanthropy and Nonprofit Studies: Professor Myles

McGregor-Lowndes

Public Relations: Associate Professor Ian Lings

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better), it must be relevant to the chosen discipline for the Master of Business (Research); or, if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicant's capacity to pursue research studies.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicant's proposed research.

Research Proposal: The application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

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

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

Duration

The minimum period of enrolment for a student without an Honours degree is 1.5 years full-time (one semester of coursework units and two semesters for a dissertation).

Students will require an extension to exceed the equivalent of 1.5 years full-time to complete the program. The maximum period of enrolment would be two years (full-time equivalent). If a student's candidature exceeds this time period, they may be required to pay fees. Extensions beyond two years full-time equivalent are not permitted.

Abbreviation

MBus(Research)

Master of Business (Research) (Accountancy) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Marion Hutchinson

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you

through your advanced study.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Accountancy

Students must complete three prescribed units (36 credit points), one elective unit (12 credit points), and a thesis (96 credit points).

Prescribed Units

BSN502 Research Methodology

AYN433 Research Topics in Accounting

OR

Other postgraduate unit approved by the School Research Coordinator

Plus

BSN412 Qualitative Research and Analytical Techniques

OR

BSN414 Quantitative Research Methods

Plus

Elective Unit

One 12 credit point elective unit approved by
the School Research Coordinator

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-5 Thesis

BSN600-4 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

While enrolled in the Master of Business
(Research) program, students are required to
present a seminar detailing their research
proposal and attend the School research
seminars.

Potential Careers:

Account Executive, Accountant, Actuary.

Master of Business (Research) (Advertising) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Ian Lings

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Advertising

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points).

Select two Compulsory Core units:

BSN414	Quantitative Research Methods
BSN502	Research Methodology
BSN503	Research Seminar
BSN412	Qualitative Research and Analytical Techniques

Plus two Elective units

These elective units may be selected from any 12 credit point postgraduate unit in the specialisation area (Advertising), subject to the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

Advertising Professional.

Master of Business (Research) (Banking and Finance) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Professor Janice How

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of

Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Banking & Finance

Students must complete three prescribed units (36 credit points), one elective unit (12 credit point), and a thesis (96 credit points)

One Compulsory Core unit:

EFN508 Econometric Methods

Plus two Banking and Finance units:

EFN504 Finance Honours

EFN505 Financial Risk Management

Plus one Elective unit:

This elective unit may be taken from any approved 12 credit point postgraduate unit offered by the Faculty of Business, subject to the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

Banker, Banking and Finance Professional.

Master of Business (Research) (Economics) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Professor Janice How

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Economics

Students must complete three prescribed units (36 credit points), one elective unit (12 credit points), and a thesis (96 credit points) as follows:

- EFN508 Econometric Methods
- EFN500 Contemporary Macroeconomic Theory
- EFN502 Developments in Microeconomic Theories

Plus one Elective unit:

This elective unit may be taken from any approved 12 credit point postgraduate unit offered by the Faculty of Business, subject to the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

- BSN600-1 Thesis
- BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

Economist.

Master of Business (Research) (Entrepreneurship and Innovation) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Professor Per Davidsson

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Entrepreneurship & Innovation

Students must complete three prescribed units (36 credit points), one elective unit (12 credit points), and a thesis (96 credit points).

Three Compulsory Core units:

- BSN502 Research Methodology
- BSN503 Research Seminar
- GSN234 Contemporary Issues in Entrepreneurship

Plus one Elective unit:

This elective unit within the specialisations area may be taken from any 12 credit point postgraduate unit offered by the Faculty of Business, subject to the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

Manager.

Master of Business (Research) (Human Resource Management) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Dr Artemis Chang

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: <http://www.studentservices.qut.edu.au/apply/english.jsp>

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Human Resource Management

Under the umbrella of Human Resources Management, students may also be able to undertake a thesis in Employee Relations.

Students must complete three prescribed units (36 credit points), one elective units (12 credit points) and a thesis (96 credit points)

BSN502 Research Methodology

BSN503 Research Seminar

Plus choose one of:

BSN412 Qualitative Research and Analytical Techniques

OR

BSN414 Quantitative Research Methods

Plus one elective unit:

The elective unit may be undertaken from any 12 credit point postgraduate unit offered in the School of Management or other postgraduate unit, with the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

Human Resource Manager.

Master of Business (Research) (International Business) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Ian Lings

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

International Business

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points).

Select two Compulsory Core units:

BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
BSN503	Research Seminar

Plus two Elective units:

These elective units may be undertaken from any 12 credit point postgraduate unit offered by the School of Advertising, Marketing and Public Relations, in the specialisation area (International Business), subject to approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

International Business Specialist.

Master of Business (Research) (Management) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Dr Artemis Chang

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

English language requirements (international students)

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

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

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Management

Under the umbrella of Management, students may also be able to undertake a thesis in Public Management.

Students must complete three prescribed units (36 credit points), one elective unit (12 credit points) and a thesis (96 credit points).

Two Compulsory Core units:

BSN502 Research Methodology

BSN503 Research Seminar

Plus choose one of:

BSN412 Qualitative Research and Analytical Techniques

OR

BSN414 Quantitative Research Methods

Plus choose one Elective unit:

The elective unit may be undertaken from any 12 credit point postgraduate unit offered in the School of Management or other postgraduate unit, with the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

Manager.

Master of Business (Research) (Marketing) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Ian Lings

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Marketing

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points).

Select two of the following Compulsory Core units:

BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
BSN503	Research Seminar

Plus choose two Elective units:

These elective units may be selected from any 12 credit point postgraduate unit in the specialisation area (Marketing), subject to the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

Market Research Manager, Marketing Officer/Manager.

Master of Business (Research) (Philanthropy and Nonprofit Studies) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Jo Barraket

Campus: Gardens Point

Abbreviation

MBus(Research)

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

null

Philanthropy and Non-Profit Studies

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points).

BSN502 Research Methodology

Plus choose one of:

BSN412 Qualitative Research and Analytical Techniques

OR

BSN414 Quantitative Research Methods

Plus two Elective units:

Two 12 credit point elective units approved by the Accountancy School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Master of Business (Research) (Public Relations) (BS92)

Year offered: 2010

Admissions: Yes

CRICOS code: 054092M

Course duration (full-time): 3 semesters or 2 semesters

Course duration (part-time): 6 semesters or 4 semesters

Domestic fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2010: \$12,000 per semester (indicative)

International Fees (indicative): 2010: \$12,250 (indicative) per semester

Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Associate Professor Ian Lings

Campus: Gardens Point

Overview

Students can pursue advanced studies within their discipline. Students will develop their capacity to conduct rigorous independent research, as well as undertaking advanced coursework that integrates conceptual and practical issues within their discipline.

Students can study within the following school areas: accountancy, advertising, banking and finance, economics, entrepreneurship and innovation, human resource management, international business, management, marketing and public relations.

Course design

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities

Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision

You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

Entry requirements (domestic and international students)

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Faculty must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

English language requirements (international students)

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

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

Mid-year entry students

Mid-year entry students should contact the Research Studies Office in the Faculty of Business on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Abbreviation

MBus(Research)

null

Public Relations

Students must complete two prescribed units (24 credit points), two elective units (24 credit points), and a thesis (96 credit points).

Select two of the following Compulsory Core units:

BSN412	Qualitative Research and Analytical Techniques
BSN414	Quantitative Research Methods
BSN502	Research Methodology
BSN503	Research Seminar

Plus select two Elective units:

These elective units may be taken from any 12 credit point postgraduate unit in the specialisation area (Public Relations), subject to the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis

BSN600-2 Thesis

BSN600-3 Thesis

BSN600-4 Thesis

BSN600-5 Thesis

BSN600-6 Thesis

BSN600-7 Thesis

BSN600-8 Thesis

Potential Careers:

Public Relations Officer/Consultant.

Master of Business (BS93)

Year offered: 2010

Admissions: Yes

Domestic fees (indicative): 2010: Full fee tuition \$9,250
(indicative) per semester

International Fees (indicative): 2010: \$11,000 (indicative)
per semester

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Master of Business (Forensic Accounting) (BS93)**Year offered:** 2010**Admissions:** No**Domestic fees (indicative):** 2010: Full fee tuition \$9,250 (indicative) per semester**International Fees (indicative):** 2010: \$11,000 (indicative) per semester**Domestic Entry:** February and July**International Entry:** February and July**Total credit points:** 144**Standard credit points per full-time semester:** 48**Standard credit points per part-time semester:** 24**Discipline coordinator:** Associate Professor Peter Best**Campus:** Gardens Point**Discontinuation.**

From Semester 1, 2007, this course has been renamed and recoded to BS16 Master of Business. Currently enrolled students who wish to remain in, and graduate from the existing program will be permitted to do so up to the end of 2009. From Semester 1, 2010, all students will be enrolled in the new program.

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This course has been discontinued. Currently enrolled students should contact Student Services on 3138 2050 or email: bus@qut.edu.au for course progression and enrolment advice.

Potential Careers:

Account Executive, Accountant, Actuary, Banker, Business Analyst, Certified Practicing Accountant, Corporate Secretary, Economist, Electronic Commerce Developer, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Internet Professional, Investment Manager, Public Servant, Risk Manager, Stockbroker.

Master of Business (International Business) (BS93)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2010: Full fee tuition \$9,250 (indicative) per semester

International Fees (indicative): 2010: \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Discipline coordinator: Mr Simon Ridings

Campus: Gardens Point

null

This course has been discontinued. Currently enrolled students should contact Student Services on 3138 2050 or email: bus@qut.edu.au for course progression and enrolment advice.

Potential Careers:

Business Analyst, International Business Specialist, Manager, Policy Officer, Project Manager.

Master of Business (Marketing) (BS93)**Year offered:** 2010**Admissions:** No**Domestic fees (indicative):** 2010: Full fee tuition \$9,250 (indicative) per semester**International Fees (indicative):** 2010: \$11,000 (indicative) per semester**Domestic Entry:** February and July**International Entry:** February and July**Total credit points:** 144**Standard credit points per full-time semester:** 48**Standard credit points per part-time semester:** 24**Discipline coordinator:** Mr Bill Proud**Campus:** Gardens Point**Discontinuation**

From Semester 1, 2007, this course has been renamed and recoded to BS16 Master of Business. Currently enrolled students who wish to remain in, and graduate from the existing program will be permitted to do so up to the end of 2009. From Semester 1, 2010, all students will be enrolled in the new program.

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This course has been discontinued. Currently enrolled students should contact Student Services on 3138 2050 or email: bus@qut.edu.au for course progression and enrolment advice

Potential Careers:

Marketing Officer/Manager.

Master of Business (Philanthropy & Nonprofit Studies) (BS93)

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2010: Full fee tuition \$9,250 (indicative) per semester

International Fees (indicative): 2010: \$11,000 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Discipline coordinator: Prof Myles McGregor-Lowndes

Campus: Gardens Point

Discontinuation

From Semester 1, 2007, this course has been renamed and recoded to BS16 Master of Business. Currently enrolled students who wish to remain in, and graduate from the existing program will be permitted to do so up to the end of 2009. From Semester 1, 2010, all students will be enrolled in the new program.

Cohort Rule

A cohort rule applies to this course.

More details...

Overview

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

Entry Requirements

FOR DOMESTIC STUDENTS:

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

FOR INTERNATIONAL STUDENTS:

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

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

Course Design

Students are required to complete 144 credit points of units. Students should follow the standard course progressions as outlined in the below course structures. Non-standardised course progression may result in unit selection difficulties. Students should contact the Faculty for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of 8, 12 credit point units, where a minimum of six (6) units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last 5 years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the following link : bus.qut.edu.au/study/newstudentsf/PostgraduateBlockExemption

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Articulation

Students who have articulated from the Graduate Certificate in Business Philanthropy and Nonprofit Studies may receive credit for 48 credit points.

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This course has been discontinued. Currently enrolled students should contact Student Services on 3138 2050 or email: bus@qut.edu.au for course progression and enrolment advice

Potential Careers:

Administrator, Business Analyst, Contract Administrator, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Health Services Manager, Investment Manager, Project Developer, Project Manager, Public Servant.

**Master of Business Administration
(GS30)**

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2010: Full fee tuition \$14,000
(indicative) per semester

Course coordinator: Dr Amanda Gudmundsson, email:
bus@qut.edu.au

Master of Business Administration (MBA) (GS40)

Year offered: 2010

Admissions: No

Course duration (full-time): 3 semesters. The course must be completed within a maximum time period of five years.

Course duration (part-time): 6 semesters. The course must be completed within a maximum time period of five years.

Domestic fees (indicative): 2010: Full fee tuition \$14,000 (indicative) per semester

Domestic Entry: 6 entry points per year

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson, email: bus@qut.edu.au

Campus: Gardens Point

Graduate Certificate in Business

Administration (GS42)

Year offered: 2010

Admissions: No

Course duration (full-time): 1 semester. The course must be completed within a maximum time period of two years.

Course duration (part-time): 2 semesters. The course must be completed within a maximum time period of two years.

Domestic fees (indicative): 2010: Full fee tuition \$14,000 (indicative) per semester

Domestic Entry: 6 entry points per year

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson, email: bus@qut.edu.au

Campus: Gardens Point

Discontinuation

This course code has been discontinued. Any students currently enrolled in this course will be able to continue until completion. If you remain enrolled in the GS42, you should contact the Brisbane Graduate School of Business for progression and enrolment advice.

Phone: 3138 2050

Email: bus@qut.edu.au

Master of Business Administration

(Major) (GS48)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 semesters

Course duration (part-time): 8 semesters. Alternatively, the course may be undertaken part-time over a period of up to 6 years.

Domestic fees (indicative): 2010: Full fee tuition \$14,000 (indicative) per semester

Domestic Entry: 6 entry points per year

Total credit points: 192

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson, email: bus@qut.edu.au

Campus: Gardens Point

Executive Master of Business Administration (GS50)

Year offered: 2010

Admissions: Yes

CRICOS code: GS50

Course duration (part-time): 22 months (block mode) commencing 15 February

Domestic fees (indicative): 2010: Customised Education Program

Domestic Entry: February

Total credit points: 144

Standard credit points per full-time semester: 48

Course coordinator: Dr Amanda Gudmundsson

Campus: Gardens Point

Course design

The Executive MBA is a prescribed program. Students are required to undertake 24 units of 6 credit points each.

The intake for the EMBA is in January and the program runs for 22 months. Classes are scheduled once every four weeks over a Friday to Sunday weekend session, with 18-21 hours of classes per weekend session each month of the program; plus one intensive session (International Study Tour) in April 2011. The intensive block sessions allow students to schedule some dedicated time to study with minimal interference to their business commitments.

Entry requirements

To be considered for admission, applicant must:

- Hold a Bachelor degree in any field from a recognised university with a minimum Grade Point Average (GPA) of 4.5 on a 7 point scale;
- Have a Graduate Management Admission Test (GMAT) score of at least 550;
- Have a minimum five years' full-time equivalent relevant managerial experience;
- Provide two referee recommendations on proforma provided; and
- Attend a personal interview with the Coordinator of the Executive MBA.

Advanced standing

Advanced standing may be granted only if the course units for which the advanced standing is being sought have been completed in the last five years from an accredited business school or university (eg AACSB, EQUIS, AMBA).

Advanced standing may also be granted at the discretion of the Graduate Studies Director under the following criteria:

1. The business school or university is highly ranked by an international publication or agency
2. There is a pre-existing exchange/cross-institutional agreement
3. The applicant is considered to be in the top third of his/her class cohort or has a GPA of 5.75 or more on a 7-point scale.

Additional fee information

The total cost for the EMBA (GS50) cohort commencing in February 2010 is a little over \$57,000, which is invoiced incrementally over the period of the program. This includes tuition fees of (\$40,896), and incidental fees for a package of services associated with the delivery of the EMBA. These services include the provision of textbooks, study materials, catering, leadership coaching, three milestone celebrations and an international study tour (excluding air fares). Eligible students may apply for FEE-HELP for tuition fees only while incidental costs are required to be paid on invoice. Students not wishing to incur these incidental charges may study towards the MBA through the on-campus (GS75) program.

Further information

If you have any further questions regarding this course please contact the Faculty of Business Student Services Office on 3138 2050, via email on bus@qut.edu.au or at Level 1, B Block, Gardens Point campus.

Abbreviation

EMBA

Course structure for continuing students

Students must complete the following units:

MBA CORE UNITS

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1

MBA INTEGRATIVE CORE UNITS

GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability

COMPLEMENTARY STUDY UNITS

GSN428	International Study Tour
GSN445	Special Topic 2
GSN503	Self Realisation and Personal Development
GSN523	Issues Management
GSN526	Creative and Entrepreneurial Thinking
GSN551	Negotiation Skills and Strategies
GSN552	The Sustainable Business
GSN553	Business Leadership Practicum

Master of Business Administration (MBA) (GS75)

Year offered: 2010

Admissions: Yes

CRICOS code: 045502F

Course duration (full-time): 3 semesters (6 teaching periods)

Course duration (part-time): 6 semesters

Domestic fees (indicative): 2010: Full fee tuition \$14,000 (indicative) per semester

International Fees (indicative): 2010: \$17,500 (indicative) per semester

Domestic Entry: March, May, July, September. Summer entry in November and January

International Entry: March, May, July, September. Summer entry in November and January

Total credit points: 144

Standard credit points per full-time semester: 48

Course coordinator: Dr Amanda Gudmundsson

Campus: Gardens Point

Career impact

QUT's innovative and flexible MBA program is designed for working professionals who are seeking to broaden their business knowledge and advance their career opportunities. The practical nature of our courses means part-time students can apply the concepts they are learning in the classroom directly to their workplace. Full-time students re-enter the job market armed with the latest in global management techniques.

Course design

Students must complete 14 core units and two integrative core units of six credit points each and a further 48 credit points of optional units, which may be selected from any of the MBA concentrations or minors. Other postgraduate units may be undertaken with the Course Coordinator's approval. Students may be able to complete multiple concentrations and minors through careful selection of optional units.

Entry requirements (domestic and international students)

To be considered for admission, applicants must:

- demonstrate proficiency in the English language
- hold a Bachelor degree in any field from a recognised university with a minimum grade point average (GPA) of 4.5 on QUT's 7-point scale
- have a GMAT score of at least 550
- have a minimum three years full-time equivalent relevant managerial or professional work experience post degree
- provide two referee reports (on proforma provided).

For further details on the admission criteria, please refer to How to apply.

Special entry

Exceptional career accomplishments may be considered in place of a Bachelor degree. Successful exceptional applicants may be admitted to the Graduate Certificate in Business Administration and may later articulate into the MBA program under existing articulation rules (i.e.

achievement of a Grade Point Average (GPA) of 4.5 or greater).

Scholarships

We offer a number of merit-based scholarships to exceptional successful applicants to the MBA and MBA (Major) programs. Eligibility for a scholarship is based on GMAT score, undergraduate grade point average, work experience, plus a written supporting statement from the applicant.

Advanced standing

Advanced standing may be granted only if the course units for which the advanced standing is being sought have been completed in the last five years from an accredited business school or university (e.g. AACSB, EQUIS, AMBA). Advanced standing may also be granted at the discretion of the Graduate Studies Director under the following criteria:

1. The business school or university is highly ranked by an international publication or agency
2. There is a pre-existing exchange/cross-institutional agreement
3. The applicant is considered to be in the top third of his/her class cohort or has a GPA of 5.75 or more on a 7-point scale.

Articulation

Students may articulate from the Graduate Certificate in Business Administration into the MBA provided they have a minimum GPA of 4.5.

Further information

If you have any further questions regarding this course please contact the Faculty of Business Student Services Office on 3138 2050, via email on bus@qut.edu.au or at Level 1, B Block, Gardens Point campus.

Abbreviations

MBA

Course structure for commencing students only

Course Structure

Students must complete the following 14 core units:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1

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GSN415	Understanding Leadership
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1
PLUS:	the following 2 integrative core units:
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability

Elective Units

Plus 48 credit points of elective units which may be undertaken as a concentration/minor

MBA Concentrations and Minors

Accounting

MINOR

Choose 24 credit points from list of electives below

CONCENTRATION

Choose 36 credit points from list of electives below

ELECTIVE LIST:

AYN414	Cost and Management Accounting
AYN416	Financial Accounting 1
AYN417	Financial Accounting 2
AYN418	Financial Accounting 3
AYN424	International Accounting
AYN443	Electronic Commerce Cycles
AYN505	Financial Analysis and Business Valuation

Corporate Governance

MINOR

GSN404	Financial Statements Analysis
GSN412	Business Law 1
GSN472	Legal Principles of Corporate Governance
GSN473	Corporate Governance and Accountability
	CONCENTRATION
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN412	Business Law 1
GSN472	Legal Principles of Corporate Governance
GSN473	Corporate Governance and Accountability
GSN496	Public Relations and Crisis Management

Entrepreneurship

MINOR

GSN410	Entrepreneurship
GSN416	Business Plans 1
GSN420	New Venture Strategy
PLUS:	6 credit points from list of electives below
	CONCENTRATION
GSN410	Entrepreneurship

GSN416	Business Plans 1
GSN420	New Venture Strategy
PLUS:	18 credit points from list of electives below
	ELECTIVE LIST:
GSN429	New Venture Marketing
GSN430	New Venture Funding
GSN431	New Venture Growth and Transitions
GSN434	Venture Capital
GSN479	Spreadsheet Modelling for Managers

Finance

MINOR

GSN413	Financial Management 1
GSN423	Financial Management 2
PLUS:	12 credit points from elective list below
	CONCENTRATION
GSN413	Financial Management 1
GSN423	Financial Management 2
PLUS:	24 credit points from list of electives below
	ELECTIVE LIST:
GSN430	New Venture Funding
GSN479	Spreadsheet Modelling for Managers
EFN412	Advanced Managerial Finance
EFN414	International Finance
EFN415	Security Analysis
EFN416	Treasury and Portfolio Management
EFN501	Corporate and Commercial Lending

Health Services Management

MINOR

PUN640	Health Care Delivery and Reform
PLUS:	12 credit points from list of electives below
	CONCENTRATION
PUN640	Health Care Delivery and Reform
PLUS:	24 credit points from list of electives below
	ELECTIVE LIST:
LWN164	Health Care Law and Ethics
PUN301	Occupational Health and Safety Law and Management
PUP415	Occupational Health
PUN617	Environmental Health Management
PUN632	Health Services Management, Leadership and Change
PUN688	International Health Policy and Management

Human Resource Management

MINOR

GSN406	Human Resource Management Issues
GSN409	Organisational Behaviour 1

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MGN506	Contemporary Issues in Human Resource Management	Leadership	
	CONCENTRATION		MINOR
GSN406	Human Resource Management Issues	GSN407	Business Communication
GSN409	Organisational Behaviour 1	GSN415	Understanding Leadership
MGN506	Contemporary Issues in Human Resource Management	GSN425	Leadership Development
PLUS:	12 credit points from list of electives below	PLUS:	6 credit points from list of electives below
	ELECTIVE LIST:		CONCENTRATION
MGN431	Strategic Human Resource Development	GSN407	Business Communication
MGN505	Consulting and Change Management	GSN415	Understanding Leadership
MGN442	Self Leadership	GSN425	Leadership Development
		PLUS:	18 credit points from list of electives below
			ELECTIVE LIST:
		GSN417	Effective Advocacy for Managers
		GSN456	Personal Development and Ethics for Managers
		GSN496	Public Relations and Crisis Management
		MGN442	Self Leadership
		Marketing	
			MINOR
INN220	Business Analysis	GSN408	Fundamentals of Marketing Management
INN311	Enterprise Systems	GSN418	Marketing Strategy Development
INN312	Enterprise Systems Applications	PLUS:	12 credit points from list of electives below
INN320	Business Process Modelling		CONCENTRATION
INN321	Business Process Management	GSN408	Fundamentals of Marketing Management
INN322	Information Systems Consulting	GSN418	Marketing Strategy Development
INN330	Information Management		ELECTIVE UNITS:
INN331	Management Issues for Information Professionals	PLUS:	24 credit points from list of electives below
INN500	PRINCE2 (R) Project Management		ELECTIVE LIST:
		GSN429	New Venture Marketing
		GSN493	Customer Relationship Management
		GSN496	Public Relations and Crisis Management
		AMN401	Integrated Marketing Communication
		AMN403	Marketing and Survey Research
		AMN461	Corporate Media Strategy and Tactics
		Philanthropy and Nonprofit Studies	
			MINOR
GSN428	International Study Tour	GSN224	Corporate Philanthropy
GSN445	Special Topic 2	GSN481	Philanthropic and Nonprofit Frameworks of Governance
AMN430	International Logistics Management	GSN484	Management for Philanthropic and Nonprofit Organisations
AMN431	Marketing Internationally		CONCENTRATION
AYN424	International Accounting	GSN224	Corporate Philanthropy
EFN414	International Finance	GSN481	Philanthropic and Nonprofit Frameworks of Governance
MGN444	Business in Asia	GSN484	Management for Philanthropic and Nonprofit Organisations
MGN445	Business in Europe	PLUS:	12 credit points from list of electives below
MGN446	Business in Australia		
MGN448	Negotiating Across Borders		

ELECTIVE LIST:

- GSN233 Special Topic in Philanthropy and Nonprofit Studies
- GSN483 Ethics for Philanthropic and Nonprofit Organisations
- GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
- GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
- GSN487 Marketing for the Nonprofit Sector
- GSN488 Fundraising Development Principles
- GSN489 Fundraising Development Techniques

International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Network Administrator, Network Manager, Organisational Communication Specialist, Policy Officer, Project Developer, Project Manager, Property Management, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Real Estate, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Web Designer.

Project Management

MINOR

- GSN442 Project Management 1
- GSN443 Project Management 2
- PLUS: 12 credit points from list of electives below

CONCENTRATION

- GSN442 Project Management 1
- GSN443 Project Management 2
- PLUS: 24 credit points from list of electives below

ELECTIVE LIST:

- GSN440 Risk Management 1
- GSN479 Spreadsheet Modelling for Managers
- INN500 PRINCE2 (R) Project Management
- OR: a 12 credit point project unit with approval from BGSB

Strategy

MINOR

- GSN405 Strategic Management
- GSN416 Business Plans 1
- GSN420 New Venture Strategy
- GSN474 Strategy Planning & Development

CONCENTRATION

- GSN405 Strategic Management
- GSN416 Business Plans 1
- GSN420 New Venture Strategy
- GSN474 Strategy Planning & Development
- MGN505 Consulting and Change Management

Potential Careers:

Account Executive, Administrator, Advertising Professional, Arts Administrator, Banker, Banking and Finance Professional, Business Analyst, Community Health Officer, Computer Salesperson/Marketer, Construction Manager, Contract Administrator, Corporate Secretary, Database Manager, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Human Resource Developer, Human Resource Manager, Information Officer,

Master of Business Administration (Major) (GS76)

Year offered: 2010

Admissions: Yes

CRICOS code: 045503E

Course duration (full-time): 4 semesters (8 teaching periods)

Domestic fees (indicative): 2010: Full fee tuition \$14,000 (indicative) per semester

International Fees (indicative): 2010: \$17,500 (indicative) per semester

Domestic Entry: March, May, July, September. Conditional entry for November and January intakes

International Entry: March, May, July, September. Conditional entry for November and January intakes

Total credit points: 192

Standard credit points per full-time semester: 48

Course coordinator: Dr Amanda Gudmundsson, email: bus@qut.com

Discipline coordinator: Dr Amanda Gudmundsson

Campus: Gardens Point

Course design

Students must complete the 14 MBA core units and two integrative core units, plus 48 credit points of optional units taken from one of the Major study areas, plus a further 48cp credit points of optional units which may be selected from any of the MBA concentrations or minors. Other postgraduate units may undertaken with the Course Coordinator's approval. Students may be able to complete multiple concentrations and minors through careful selection of optional units.

Entry requirements (domestic and international students)

To be considered for admission, applicant must:

- demonstrate proficiency in the English language
- hold a Bachelor degree in any field from a recognised university with a minimum Grade Point Average (GPA) of 4.5 on a 7 point scale
- have a GMAT score of at least 550
- have a minimum three years full-time equivalent relevant managerial or professional work experience post degree
- provide two referee reports (on proforma provided).

For further details on the admission criteria, please refer to How to apply.

Scholarships

We offer a number of merit-based scholarships to exceptional successful applicants to the MBA and MBA (Major) programs. Eligibility for a scholarship is based on GMAT score, undergraduate grade point average, work experience, plus a written supporting statement from the applicant.

Advanced standing

Advanced standing may be granted only if the course units for which the advanced standing is being sought have been completed in the last five years from an accredited business school or university (eg AACSB, EQUIS, AMBA). Advanced

standing may also be granted at the discretion of the Graduate Studies Director under the following criteria:

1. The business school or university is highly ranked by an international publication or agency
2. There is a pre-existing exchange/cross-institutional agreement
3. The applicant is considered to be in the top third of his/her class cohort or has a GPA of 5.75 or more on a 7-point scale.

Abbreviation

MBA(Major)

Course structure

The following 14 core units must be completed:

GSN401	Managing in the Global Business Environment
GSN403	Understanding Data
GSN404	Financial Statements Analysis
GSN405	Strategic Management
GSN406	Human Resource Management Issues
GSN407	Business Communication
GSN408	Fundamentals of Marketing Management
GSN409	Organisational Behaviour 1
GSN410	Entrepreneurship
GSN412	Business Law 1
GSN413	Financial Management 1
GSN415	Understanding Leadership
GSN490	Managing Technological Innovation
GSN491	Economics in Business 1
	Plus the following two Integrative core units:
GSN416	Business Plans 1
GSN473	Corporate Governance and Accountability

Plus 48 credit points of major study units, from the Entrepreneurship and ITM major listed below.

Plus a further 48 credit points of elective units, which may be undertaken as one or more concentration (36cp) or minor (24cp) in the following areas:

Accounting
Corporate Governance
Entrepreneurship
Finance
Health Services Management
Human Resource Management
International Business
Information Technology Management
Leadership
Marketing
Philanthropy & Nonprofit Studies

Project Management

Strategy

For further information on concentrations and minors please refer to the GS75 Master of Business Administration Course Summary Sheet.

The BGSB reserves the right to run any of these units in an alternative delivery mode if there are less than 15 enrolments.

Contract Administrator, Corporate Secretary, Database Manager, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Network Administrator, Network Manager, Organisational Communication Specialist, Policy Officer, Project Developer, Project Manager, Property Management, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Real Estate, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Web Designer.

MAJORS STUDY AREAS

Entrepreneurship

Required Units:

- GSN420 New Venture Strategy
- GSN423 Financial Management 2
- GSN429 New Venture Marketing
- GSN430 New Venture Funding
- GSN431 New Venture Growth and Transitions
- GSN434 Venture Capital
- GSN440 Risk Management 1
- GSN479 Spreadsheet Modelling for Managers

Information Technology Management

Choose 48 credit points from elective list.

*Elective list:

- INN220 Business Analysis
- INN311 Enterprise Systems
- INN312 Enterprise Systems Applications
- INN320 Business Process Modelling
- INN321 Business Process Management
- INN322 Information Systems Consulting
- INN330 Information Management
- INN331 Management Issues for Information Professionals
- INN500 PRINCE2 (R) Project Management

* All elective units are subject to availability.

Research Studies

- BSN406 Project 3
- PLUS Choose one of:
- BSN412 Qualitative Research and Analytical Techniques
- BSN414 Quantitative Research Methods
- PLUS Choose one of:
- BSN502 Research Methodology
- BSN503 Research Seminar

Potential Careers:

Account Executive, Administrator, Advertising Professional, Arts Administrator, Banker, Banking and Finance Professional, Business Analyst, Community Health Officer, Computer Salesperson/Marketer, Construction Manager,

**Master of Business Administration
(MBA) (GS85)**

Year offered: 2010

Admissions: No

Course duration (full-time): 3 semesters (1 year. Study must be undertaken during Summer Program)

Domestic fees (indicative): 2010: Full fee tuition \$14,000 (indicative) per semester

International Fees (indicative): 2010: \$17,500 (indicative) per semester

International Entry: Six entry points per year

Total credit points: 144

Standard credit points per full-time semester: 48

Course coordinator: Dr Amanda Gudmundsson, email: bus@qut.edu.au

Campus: Gardens Point

Graduate Certificate in Business Administration (GS87)

Year offered: 2010

Admissions: Yes

CRICOS code: 031575D

Course duration (full-time): 1 semester (2 teaching periods)

Course duration (part-time): 2 semester (4 teachings periods)

Domestic fees (indicative): 2010: Full fee tuition \$14,000 (indicative) per semester

International Fees (indicative): 2010: \$17,500 (indicative) per semester

Domestic Entry: March, May, July, September. Conditional entry for November and January intakes.

International Entry: March, May, July, September. Conditional entry for November and January intakes.

Total credit points: 48

Standard credit points per full-time semester: 48

Course coordinator: Dr Amanda Gudmundsson, email: bus@qut.com

Campus: Gardens Point

Overview

This course is effectively one-third of the MBA program and allows professionals to update their skills in selected core business disciplines or interdisciplinary areas.

Course design

Students must complete two MBA foundation core units, and select either a further 36 credit points from MBA core units or one of the following study areas: Corporate Governance, Entrepreneurship and Innovation, Leadership or Strategy.

Entry requirements (domestic and international students)

To be considered for admission, applicants must:

- demonstrate competency in the English language
- hold a Bachelor degree in any field from a recognised university with a minimum GPA of 4.5 on a 7 point scale
- have a GMAT score of at least 550
- have a minimum three years full-time equivalent relevant work experience post degree
- provide two referee reports (on proforma provided).

For further details on the admission criteria, please refer to How to apply.

Advanced standing

Advanced standing may be granted only if the course units for which the advanced standing is being sought have been completed in the last five years from an accredited business school or university (eg AACSB, EQUIS, AMBA). Advanced standing may also be granted at the discretion of the Graduate Studies Director under the following criteria:

1. The business school or university is highly ranked by an international publication or agency
2. There is a pre-existing exchange/cross-institutional agreement

3. The applicant is considered to be in the top third of his/her class cohort or has a GPA of 5.75 or more on a 7-point scale.

Special entry

Exceptional career accomplishments may be considered in place of a Bachelor degree. Successful exceptional applicants may be admitted to the Graduate Certificate in Business Administration and may later articulate into the MBA program under existing articulation rules (i.e. achievement of a Grade Point Average (GPA)) of 4.5 or greater).

Abbreviation

GradCertBusAdmin

Course structure

NOTES:

Students have two options within this program:

REQUIRED UNITS

- | | |
|--------|---|
| GSN401 | Managing in the Global Business Environment |
| GSN405 | Strategic Management |

OPTION 1:

Plus 36 credit points (six units) from the following MBA core units:

- | | |
|--------|--------------------------------------|
| GSN403 | Understanding Data |
| GSN404 | Financial Statements Analysis |
| GSN406 | Human Resource Management Issues |
| GSN407 | Business Communication |
| GSN408 | Fundamentals of Marketing Management |
| GSN409 | Organisational Behaviour 1 |
| GSN410 | Entrepreneurship |
| GSN412 | Business Law 1 |
| GSN413 | Financial Management 1 |
| GSN415 | Understanding Leadership |
| GSN491 | Economics in Business 1 |

OPTION 2:

Choose to complete 36 credit points from one of the study areas below.

Corporate Governance

Required Units:

- | | |
|--------|--|
| GSN404 | Financial Statements Analysis |
| GSN412 | Business Law 1 |
| GSN472 | Legal Principles of Corporate Governance |
| GSN483 | Ethics for Philanthropic and Nonprofit Organisations |
| GSN485 | Legal Issues for Philanthropic and Nonprofit Organisations |
| GSN496 | Public Relations and Crisis Management |

Entrepreneurship and Innovation

Required Units:

- GSN404 Financial Statements Analysis
- GSN408 Fundamentals of Marketing Management
- GSN410 Entrepreneurship
- GSN420 New Venture Strategy
- GSN429 New Venture Marketing
- GSN431 New Venture Growth and Transitions

Leadership

Required Units:

- GSN407 Business Communication
- GSN409 Organisational Behaviour 1
- GSN415 Understanding Leadership
- GSN417 Effective Advocacy for Managers
- GSN425 Leadership Development
- GSN456 Personal Development and Ethics for Managers

Strategy

Required Units:

- GSN408 Fundamentals of Marketing Management
- GSN410 Entrepreneurship
- GSN418 Marketing Strategy Development
- GSN474 Strategy Planning & Development
- MGN505 Consulting and Change Management

Potential Careers:

Account Executive, Administrator, Advertising Professional, Arts Administrator, Banker, Banking and Finance Professional, Business Analyst, Community Health Officer, Computer Salesperson/Marketer, Construction Manager, Contract Administrator, Corporate Secretary, Database Manager, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Network Administrator, Network Manager, Organisational Communication Specialist, Policy Officer, Project Developer, Project Manager, Property Development, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Real Estate, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Web Designer.

Bachelor of Journalism/Bachelor of Business (Advertising, International Business, Public Relations) (IF05)

Year offered: 2010

Admissions: No

Course duration (full-time): 4/4.5 Years (8 or 9 Semesters - students may choose); Int'l - 9 semesters

Domestic fees (indicative): 2010: CSP rate 2010 available July 2009

Domestic Entry: February

International Entry: February and July

QTAC code: 409172

Past rank cut-off: 90

Past OP cut-off: 6

OP Guarantee: Yes

Assumed knowledge: English (4,SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 48 (Years 1 & 2); 60 (Years 3 & 4)

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Professor Alan Knight (Journalism); Dr Gayle Kerr (Advertising); Mr Michael Cox (International Business); Ms Amisah Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Course structure for students who commenced in 2006 or earlier

Important Notice

Students who commenced this course in 2006 or earlier should contact their faculty (using the Discipline Contact email address above) for relevant course enrolment advice.

Potential Careers:

Advertising Professional, Marketing Officer/Manager, Media Industry Specialist, Public Relations Officer/Consultant, Publishing Professional.

Bachelor of Creative Industries (Media and Communication)/Bachelor of Business (Advertising, International Business, Public Relations) (IF09)

Year offered: 2010

Admissions: No

Course duration (full-time): 4/4.5 years (8 or 9 Semesters - Students may choose)

Domestic fees (indicative): 2010: CSP rate 2010 available July 2009

Domestic Entry: February

International Entry: February and July

QTAC code: 409182

Past rank cut-off: 82

Past OP cut-off: 9

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 48 (Years 1 & 2), 60 (Years 3 & 4)

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Dr Stephen Harrington (Media & Communication); Dr Gayle Kerr (Advertising); Mr Michael Cox (International Business); Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Course structure for students who commenced in 2006 or earlier**Important Notice**

Students who commenced this course in 2006 or earlier should contact their faculty (using the Discipline Contact email address above) for relevant course enrolment advice.

Potential Careers:

Academic, Administrator, Advertising Professional, Educator, Information Officer, International Business Specialist, Internet Professional, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Publishing Professional, Web Designer.

Bachelor of Mass Communication (IF27)

Year offered: 2010

Admissions: Yes

CRICOS code: 037542J

Course duration (full-time): 3 Years

Domestic fees (indicative): 2010: CSP \$2,700 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February and July

QTAC code: 409012

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 288

Standard credit points per full-time semester: 48

Course coordinator: Head, Undergraduate Studies

Discipline coordinator: Susan Hetherington (International Journalism); Dr Stephen Harrington (Media & Communication); Mr Sean Maher (Television); Dr Gayle Kerr (Advertising); Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Overview

This course is a joint offering by the faculties of Creative Industries and Business, designed to capitalise on the dynamic area of mass communication and the challenges faced by organisations in the digital age.

The flexible program design includes areas of study from both faculties, providing professional skills in areas such as international journalism, television, media and communication, advertising and public relations.

Career Outcomes

Graduates obtain employment in a wide variety of public and private sector organisations. Potential employment opportunities include careers as a public relations consultant, media planner, copywriter, corporate communication manager, specialist journalist, media production specialist, media adviser or event manager.

Professional Recognition

Depending on the choice of majors, graduates of the Bachelor of Mass Communication may satisfy the academic requirements for membership of the Advertising Institute of Australia (AIA) and the Society of Business Communicators (SBC).

Course Design

Students commencing the Bachelor of Mass Communication must complete 24 units of equal weighting totalling 288 credit points comprised of

- Faculty Core (six faculty core units)
- Major Core (two majors of six units each) and
- Unit Options (six units).

Although studies can be tailored to meet a specific career goal or create a wide variety of career choices, there is a set of recommended combinations of majors. Students are not required to take these combinations, however they do represent the more common and logical choices within a mass communication qualification.

The recommended combinations are:

- Public Relations and International Journalism
- Public Relations and Media and Communication
- Advertising and Television
- International Journalism and Media and Communication.

Why choose this course?

The combined expertise of these faculties gives you a unique opportunity to foster your skills in creative, technical and business communication. You can tailor your studies to meet a specific career goal or to create a wide variety of career choices.

You will complete two majors – some recommended combinations are: • public relations and international journalism • advertising and media and communication • advertising and television • international journalism and media and communication.

Deferment

All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

General Course structure for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Notes

* A maximum of 48cps of the following units can be taken throughout your course: KKB341, KKB342, KKB343, KKB344, KKB345, KKB346, KKB347, KKB350.

IF27 CORE UNITS - 6 units required

AMB201	Marketing and Audience Research
BSB126	Marketing
KKB101	Creative Industries: People and Practices
KKB102	Creative Industries: Making Connections

FACULTY OF BUSINESS

KCB110	Introduction To Mass Communication
SELECT	Either AMB220 or AMB263:
AMB220	Advertising Theory and Practice
AMB263	Introduction To Public Relations

MAJOR CORE UNITS - 12 units required - Select two of the following 6 unit majors

Advertising

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
AMB318	Advertising Copywriting
AMB319	Media Planning
AMB320	Advertising Management
AMB339	Advertising Campaigns

Students who have completed AMB220 Advertising Theory and Practice as part of the IF27 Core Units will need to choose one of the following three units:

AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio

Public Relations

AMB263	Introduction To Public Relations
AMB264	Public Relations Techniques
AMB372	Public Relations Planning
AMB374	Global Public Relations Cases
AMB379	Public Relations Campaigns

Students who have completed AMB263 Introduction to Public Relations as part of the IF27 Core Units will need to choose two of the following three units:

AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and Ethics

Media and Communication

KCB101	Introduction to Media and Communication: Texts
KCB103	Strategic Speech Communication
KCB201	New Media 1: Information and Knowledge
KCB301	Media Audiences
SELECT	Two from KCB202, KCB205, KCB302 and KCB304:
KCB202	New Media 2: Applications and Implications
KCB205	Professional Communication
KCB302	Political Communication
KCB304	Managing Communication Resources

Television

KPB101	Introduction to Film, TV and New Media Production
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KPB104	Film and Television Production Resource Management
KPB105	Narrative Production
KPB110	The Movie, TV & New Media Business
KPB112	TV and Film Genres
KPB303	Critical Thinking About Television

International Journalism

KJB101	Digital Journalism
KJB120	Newswriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing
KJB280	International Journalism
KJB337	Public Affairs Reporting

Course structure - Advertising / International Journalism for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB110	Introduction To Mass Communication
KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KJB120	Newswriting
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB319	Media Planning
KJB121	Journalistic Inquiry
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB318	Advertising Copywriting
KJB280	International Journalism
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

AMB320	Advertising Management
KJB224	Feature Writing

FACULTY OF BUSINESS

SELECT	Either AMB202, AMB230 or AMB330:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB339	Advertising Campaigns
KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Advertising / Media & Communication for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB101	Introduction to Media and Communication: Texts
KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB319	Media Planning
KCB103	Strategic Speech Communication
KCB201	New Media 1: Information and Knowledge
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB318	Advertising Copywriting
SELECT	Either KCB202 or KCB205:
KCB202	New Media 2: Applications and Implications
KCB205	Professional Communication
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

AMB320	Advertising Management
KCB301	Media Audiences

SELECT	Either KCB302 or KCB304:
KCB302	Political Communication
KCB304	Managing Communication Resources
SELECT	Either AMB202, AMB230 or AMB330:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio

Year 3, Semester 2

AMB339	Advertising Campaigns
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Advertising / Public Relations for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices
SELECT	A Complementary Studies unit

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
AMB263	Introduction To Public Relations
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB264	Public Relations Techniques
AMB318	Advertising Copywriting
AMB319	Media Planning

Year 2, Semester 2

AMB372	Public Relations Planning
SELECT	Either AMB230, AMB202 or AMB231:
AMB230	Digital Promotions
AMB202	Integrated Marketing Communication
AMB231	Marketing Communications Regulations and Ethics
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

AMB320	Advertising Management
AMB374	Global Public Relations Cases
SELECT	Either AMB202, AMB230 or AMB330:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB339	Advertising Campaigns
AMB379	Public Relations Campaigns
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Advertising / Television for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices
KPB101	Introduction to Film, TV and New Media Production

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections
KPB110	The Movie, TV & New Media Business

Year 2, Semester 1

AMB318	Advertising Copywriting
AMB319	Media Planning
KPB104	Film and Television Production Resource Management
KPB105	Narrative Production

Year 2, Semester 2

AMB201	Marketing and Audience Research
AMB320	Advertising Management
SELECT	A Complementary Studies Unit
SELECT	A Complementary Studies Unit

Year 3, Semester 1

KPB303	Critical Thinking About Television
SELECT	Either AMB202, AMB230 or AMB330:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio
SELECT	A Complementary Studies Unit
SELECT	A Complementary Studies Unit

Year 3, Semester 2

AMB339	Advertising Campaigns
KPB112	TV and Film Genres
SELECT	A Complementary Studies Unit
SELECT	A Complementary Studies Unit

Course structure - Media & Communication/International Journalism for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB110	Introduction To Mass Communication
KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

KJB120	Newswriting
KKB102	Creative Industries: Making Connections
AMB201	Marketing and Audience Research
SELECT	Either AMB220 or AMB263:
AMB220	Advertising Theory and Practice
AMB263	Introduction To Public Relations

Year 2, Semester 1

KCB101	Introduction to Media and Communication: Texts
KCB103	Strategic Speech Communication
KCB201	New Media 1: Information and Knowledge
KJB121	Journalistic Inquiry

Year 2, Semester 2

KJB280	International Journalism
SELECT	Either KCB202 or KCB205:
KCB202	New Media 2: Applications and Implications
KCB205	Professional Communication
SELECT	A Complementary Studies unit

SELECT A Complementary Studies unit

KCB205 Professional Communication

Year 3, Semester 1

KCB301 Media Audiences

SELECT A Complementary Studies unit

KJB224 Feature Writing

SELECT A Complementary Studies unit

SELECT Either KCB302 or KCB304:

KCB302 Political Communication

KCB304 Managing Communication Resources

SELECT A Complementary Studies unit

Year 3, Semester 1

KCB301 Media Audiences

SELECT Either KCB302 OR KCB304:

KCB302 Political Communication

KCB304 Managing Communication Resources

KPB303 Critical Thinking About Television

SELECT A Complementary Studies unit

Year 3, Semester 2

KJB337 Public Affairs Reporting

SELECT A Complementary Studies unit

SELECT A Complementary Studies unit

SELECT A Complementary Studies unit

Year 3, Semester 2

KPB112 TV and Film Genres

SELECT A Complementary Studies unit

SELECT A Complementary Studies unit

SELECT A Complementary Studies unit

Course structure - Media & Communication / Television for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or

* 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing

KCB101 Introduction to Media and Communication: Texts

KCB110 Introduction To Mass Communication

KKB101 Creative Industries: People and Practices

Course structure - Public Relations / International Journalism for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

* A Minor PLUS 24cp of Unit Options; or

* 72cp of Unit Options

Year 1, Semester 2

AMB201 Marketing and Audience Research

SELECT Either AMB220 OR AMB263:

AMB220 Advertising Theory and Practice

AMB263 Introduction To Public Relations

KKB102 Creative Industries: Making Connections

KPB101 Introduction to Film, TV and New Media Production

Year 1, Semester 1

BSB126 Marketing

KCB110 Introduction To Mass Communication

KJB101 Digital Journalism

KKB101 Creative Industries: People and Practices

Year 2, Semester 1

KCB103 Strategic Speech Communication

KCB201 New Media 1: Information and Knowledge

KPB105 Narrative Production

KPB104 Film and Television Production Resource Management

Year 1, Semester 2

AMB201 Marketing and Audience Research

AMB263 Introduction To Public Relations

KJB120 Newswriting

KKB102 Creative Industries: Making Connections

Year 2, Semester 1

AMB264 Public Relations Techniques

KJB121 Journalistic Inquiry

SELECT A Complementary Studies unit

SELECT A Complementary Studies unit

Year 2, Semester 2

KPB110 The Movie, TV & New Media Business

SELECT Either KCB202 OR KCB205:

KCB202 New Media 2: Applications and Implications

Year 2, Semester 2

AMB372 Public Relations Planning

KJB280 International Journalism

SELECT Two from AMB202, AMB230 or AMB231:

AMB202 Integrated Marketing Communication

AMB230 Digital Promotions

FACULTY OF BUSINESS

AMB231 Marketing Communications Regulations and Ethics

AMB231 Marketing Communications Regulations and Ethics

Year 3, Semester 1

AMB374 Global Public Relations Cases
KJB224 Feature Writing
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 1

AMB374 Global Public Relations Cases
KCB301 Media Audiences
SELECT Either KCB302 or KCB304:
KCB302 Political Communication
KCB304 Managing Communication Resources
SELECT A Complementary Studies unit

Year 3, Semester 2

AMB379 Public Relations Campaigns
KJB337 Public Affairs Reporting
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 2

AMB379 Public Relations Campaigns
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Course structure - Public Relations / Media & Communication for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
KCB101 Introduction to Media and Communication: Texts
KCB110 Introduction To Mass Communication
KKB101 Creative Industries: People and Practices

Course structure - Public Relations / Television for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
KCB110 Introduction To Mass Communication
KKB101 Creative Industries: People and Practices
KPB101 Introduction to Film, TV and New Media Production

Year 1, Semester 2

AMB201 Marketing and Audience Research
AMB263 Introduction To Public Relations
KCB103 Strategic Speech Communication
KKB102 Creative Industries: Making Connections

Year 1, Semester 2

AMB201 Marketing and Audience Research
AMB263 Introduction To Public Relations
KKB102 Creative Industries: Making Connections
KPB110 The Movie, TV & New Media Business

Year 2, Semester 1

AMB264 Public Relations Techniques
KCB201 New Media 1: Information and Knowledge
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 2, Semester 1

AMB264 Public Relations Techniques
KPB104 Film and Television Production Resource Management
KPB105 Narrative Production
SELECT A Complementary Studies unit

Year 2, Semester 2

AMB372 Public Relations Planning
SELECT Either KCB202 or KCB205:
KCB202 New Media 2: Applications and Implications
KCB205 Professional Communication
SELECT Two from AMB202, AMB230 or AMB231:
AMB202 Integrated Marketing Communication
AMB230 Digital Promotions

Year 2, Semester 2

AMB372 Public Relations Planning
KPB112 TV and Film Genres
SELECT A Complementary Studies unit
SELECT A Complementary Studies unit

Year 3, Semester 1

AMB374 Global Public Relations Cases
 KPB303 Critical Thinking About Television
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Year 3, Semester 2

AMB379 Public Relations Campaigns
 SELECT A Complementary Studies unit
 SELECT Two from the following three units:
 AMB202 Integrated Marketing Communication
 AMB230 Digital Promotions
 AMB231 Marketing Communications Regulations and Ethics

Course structure - Television / International Journalism for students who commenced in 2010

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
 KCB110 Introduction To Mass Communication
 KJB101 Digital Journalism
 KKB101 Creative Industries: People and Practices

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
 KPB101 Introduction to Film, TV and New Media Production
 KPB110 The Movie, TV & New Media Business
 SELECT Either AMB220 or AMB263:
 AMB220 Advertising Theory and Practice
 AMB263 Introduction To Public Relations

Year 2, Semester 1

KJB120 Newswriting
 KPB104 Film and Television Production Resource Management
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Year 2, Semester 2

AMB201 Marketing and Audience Research
 KJB121 Journalistic Inquiry
 KJB280 International Journalism
 KPB105 Narrative Production

Year 3, Semester 1

KJB224 Feature Writing
 KPB303 Critical Thinking About Television
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Year 3, Semester 2

KJB337 Public Affairs Reporting
 KPB112 TV and Film Genres
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

General Course structure for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

IF27 CORE UNITS - 6 units required

AMB201 Marketing and Audience Research
 BSB126 Marketing
 KCB110 Introduction To Mass Communication
 KKB101 Creative Industries: People and Practices
 KKB102 Creative Industries: Making Connections
 SELECT Either AMB220 or AMB263 (Students completing the Advertising Major must select AMB220):
 AMB220 Advertising Theory and Practice
 AMB260 Public Relations Theory and Practice

MAJOR CORE UNITS - 12 units required - Select two of the following 6 unit majors

Advertising

INSTRUCTIONS: Due to the prerequisite requirements for AMB339, students completing the Advertising Major must complete AMB220 as part of their IF27 core units and AMB330 as their Advertising Unit Option.

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice
 AMB221 Advertising Copywriting
 AMB222 Media Planning
 AMB320 Advertising Management
 AMB321 Advertising Campaigns

Students who have completed AMB220 as part of the IF27 Core Units will need to choose one of the following three units:

AMB202 Integrated Marketing Communication
 AMB230 Digital Promotions

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AMB330 Advertising Planning Portfolio

Media and Communication

KCB101 Communication in the New Economy
 KCB103 Strategic Speech Communication
 KCB202 New Media 2: Applications and Implications
 KCB301 Media Audiences
 KCB302 Political Communication
 KCB304 Managing Communication Resources

Public Relations

AMB260 Public Relations Theory and Practice
 AMB261 Media Relations and Publicity
 AMB262 Public Relations Writing
 AMB370 Public Relations Cases
 AMB361 Public Relations Campaigns
 Students who have completed AMB260 as part of the IF27 Core Units will need to choose two of the following three units:
 AMB202 Integrated Marketing Communication
 AMB230 Digital Promotions
 AMB231 Marketing Communications Regulations and Ethics

Television

KPB101 Foundations of Film and Television Production
 KPB104 Film and Television Production Resource Management
 KPB105 Narrative Production
 KPB106 Australian Television
 KPB107 Television's Greatest Hits
 KPB303 Critical Thinking About Television

International Journalism

KJB101 Digital Journalism
 KJB120 Newswriting
 KJB121 Journalistic Inquiry
 KJB224 Feature Writing
 KJB280 International Journalism
 KJB337 Public Affairs Reporting

Course structure - Advertising / International Journalism for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
 * A Minor PLUS 24cp of Unit Options; or
 * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing

KCB110 Introduction To Mass Communication
 KJB101 Digital Journalism
 KKB101 Creative Industries: People and Practices

Year 1, Semester 2

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice
 KJB120 Newswriting
 KKB102 Creative Industries: Making Connections

Year 2, Semester 1

AMB201 Marketing and Audience Research
 AMB319 Media Planning
 KJB121 Journalistic Inquiry
 SELECT A Complementary Studies unit

Year 2, Semester 2

AMB318 Advertising Copywriting
 KJB280 International Journalism
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Year 3, Semester 1

AMB320 Advertising Management
 KJB224 Feature Writing
 SELECT Either AMB202, AMB230 or AMB330:
 AMB202 Integrated Marketing Communication
 AMB230 Digital Promotions
 AMB330 Advertising Planning Portfolio
 SELECT A Complementary Studies unit

Year 3, Semester 2

AMB339 Advertising Campaigns
 KJB337 Public Affairs Reporting
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Course structure - Advertising / Media & Communication for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
 * A Minor PLUS 24cp of Unit Options; or
 * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
 KCB101 Introduction to Media and Communication: Texts
 KCB110 Introduction To Mass Communication

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KKB101 Creative Industries: People and Practices

Year 1, Semester 2

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research
 AMB220 Advertising Theory and Practice
 KKB102 Creative Industries: Making Connections

Year 2, Semester 1

AMB319 Media Planning
 KCB103 Strategic Speech Communication
 KCB201 New Media 1: Information and Knowledge
 SELECT A Complementary Studies unit

Year 2, Semester 2

AMB318 Advertising Copywriting
 SELECT Either KCB202 or KCB205
 KCB202 New Media 2: Applications and Implications
 KCB205 Professional Communication
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Year 3, Semester 1

AMB320 Advertising Management
 KCB301 Media Audiences
 SELECT Either KCB302 or KCB304
 KCB302 Political Communication
 KCB304 Managing Communication Resources
 SELECT Either AMB202, AMB230 or AMB330:
 AMB202 Integrated Marketing Communication
 AMB230 Digital Promotions
 AMB330 Advertising Planning Portfolio

Year 3, Semester 2

AMB339 Advertising Campaigns
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Course structure - Advertising / Public Relations for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
 KCB110 Introduction To Mass Communication

KKB101 Creative Industries: People and Practices
 SELECT A Complementary Studies unit

Year 1, Semester 2

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice
 AMB263 Introduction To Public Relations
 KKB102 Creative Industries: Making Connections

Year 2, Semester 1

AMB201 Marketing and Audience Research
 AMB264 Public Relations Techniques
 AMB318 Advertising Copywriting
 AMB319 Media Planning

Year 2, Semester 2

AMB372 Public Relations Planning
 SELECT Either AMB202, AMB230 or AMB231:
 AMB202 Integrated Marketing Communication
 AMB230 Digital Promotions
 AMB231 Marketing Communications Regulations and Ethics
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Year 3, Semester 1

AMB320 Advertising Management
 AMB374 Global Public Relations Cases
 SELECT Either AMB202, AMB230 or AMB330:
 AMB202 Integrated Marketing Communication
 AMB230 Digital Promotions
 AMB330 Advertising Planning Portfolio
 SELECT A Complementary Studies unit

Year 3, Semester 2

AMB339 Advertising Campaigns
 AMB379 Public Relations Campaigns
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Course structure - Advertising / Television for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing

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KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices
KPB106	Australian Television

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections
KPB101	Introduction to Film, TV and New Media Production

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB318	Advertising Copywriting
AMB319	Media Planning
KPB105	Narrative Production

Year 2, Semester 2

AMB320	Advertising Management
KPB104	Film and Television Production Resource Management
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

KPB303	Critical Thinking About Television
SELECT	Either AMB202, AMB230 or AMB330:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB339	Advertising Campaigns
KPB112	TV and Film Genres
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Media & Communication / International Journ for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB110	Introduction To Mass Communication

KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

AMB201	Marketing and Audience Research
KJB120	Newswriting
KKB102	Creative Industries: Making Connections
SELECT	Either AMB263 or AMB220:
AMB263	Introduction To Public Relations
AMB220	Advertising Theory and Practice

Year 2, Semester 1

KCB101	Introduction to Media and Communication: Texts
KCB103	Strategic Speech Communication
KCB201	New Media 1: Information and Knowledge
KJB121	Journalistic Inquiry

Year 2, Semester 2

KJB280	International Journalism
SELECT	Either KCB202 or KCB205:
KCB202	New Media 2: Applications and Implications
KCB205	Professional Communication
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

KCB301	Media Audiences
KJB224	Feature Writing
SELECT	Either KCB302 or KCB304:
KCB302	Political Communication
KCB304	Managing Communication Resources
	A Complementary Studies unit

Year 3, Semester 2

KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Media & Communication / Television for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
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KCB101	Introduction to Media and Communication: Texts
KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

AMB201	Marketing and Audience Research
KKB102	Creative Industries: Making Connections
KPB104	Film and Television Production Resource Management
SELECT	Either AMB220 or AMB263:
AMB220	Advertising Theory and Practice
AMB263	Introduction To Public Relations

Year 2, Semester 1

KCB103	Strategic Speech Communication
KCB201	New Media 1: Information and Knowledge
KPB101	Introduction to Film, TV and New Media Production
SELECT	A Complementary Studies unit

Year 2, Semester 2

KPB110	The Movie, TV & New Media Business
SELECT	Either KCB202 or KCB205:
KCB202	New Media 2: Applications and Implications
KCB205	Professional Communication
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

KCB301	Media Audiences
KPB105	Narrative Production
KPB303	Critical Thinking About Television
SELECT	Either KCB302 or KCB304:
KCB302	Political Communication
KCB304	Managing Communication Resources

Year 3, Semester 2

KPB112	TV and Film Genres
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Public Relations / International Journalism for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices
KCB110	Introduction To Mass Communication

Year 1, Semester 2

AMB201	Marketing and Audience Research
AMB263	Introduction To Public Relations
KJB120	Newsriting
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB264	Public Relations Techniques
KJB121	Journalistic Inquiry
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB372	Public Relations Planning
KJB280	International Journalism
SELECT	Two from AMB202, AMB230 and AMB231:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and Ethics

Year 3, Semester 1

AMB374	Global Public Relations Cases
KJB224	Feature Writing
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB379	Public Relations Campaigns
KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Public Relations / Media & Communication for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB101	Introduction to Media and Communication:

	Texts
KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

AMB201	Marketing and Audience Research
AMB263	Introduction To Public Relations
KCB103	Strategic Speech Communication
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB264	Public Relations Techniques
KCB201	New Media 1: Information and Knowledge
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB372	Public Relations Planning
SELECT	Either KCB202 or KCB205:
KCB202	New Media 2: Applications and Implications
KCB205	Professional Communication
SELECT	Two from AMB202, AMB230 and AMB231:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and Ethics

Year 3, Semester 1

AMB374	Global Public Relations Cases
KCB301	Media Audiences
SELECT	Either KCB302 or KCB304:
KCB302	Political Communication
KCB304	Managing Communication Resources
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB379	Public Relations Campaigns
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Public Relations / Television for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices
KPB106	Australian Television

Year 1, Semester 2

AMB201	Marketing and Audience Research
AMB263	Introduction To Public Relations
KKB102	Creative Industries: Making Connections
KPB101	Introduction to Film, TV and New Media Production

Year 2, Semester 1

AMB264	Public Relations Techniques
KPB105	Narrative Production
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB372	Public Relations Planning
KPB104	Film and Television Production Resource Management
KPB112	TV and Film Genres
SELECT	A Complementary Studies unit

Year 3, Semester 1

AMB374	Global Public Relations Cases
KPB303	Critical Thinking About Television
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB379	Public Relations Campaigns
SELECT	Two from AMB202, AMB230 and AMB231:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and Ethics
SELECT	A Complementary Studies unit

Course structure - Television / International Journalism for students who commenced in 2009

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB110	Introduction To Mass Communication

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KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices

SELECT	Either AMB220 or AMB260:
AMB220	Advertising Theory and Practice
AMB260	Public Relations Theory and Practice
SELECT	Either KCB103 or KWB102:
KCB103	Strategic Speech Communication
KWB102	Media Writing

Year 1, Semester 2

KKB102	Creative Industries: Making Connections
KPB101	Introduction to Film, TV and New Media Production
KPB104	Film and Television Production Resource Management
SELECT	Either AMB220 or AMB263:
AMB220	Advertising Theory and Practice
AMB263	Introduction To Public Relations

MAJOR CORE UNITS - 12 units required - Select two of the following 6 unit majors

Advertising

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
AMB221	Advertising Copywriting
AMB222	Media Planning
AMB320	Advertising Management
AMB321	Advertising Campaigns

Students who have completed AMB220 as part of the IF27 Core Units will need to choose one of the following three units:

AMB202	Integrated Marketing Communication
AMB230	Internet Promotion
AMB330	Advertising Strategy and Planning

Year 2, Semester 1

KJB120	Newsriting
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
KPB105	Narrative Production

Year 2, Semester 2

AMB201	Marketing and Audience Research
KJB121	Journalistic Inquiry
KJB280	International Journalism
KPB110	The Movie, TV & New Media Business

Media and Communication

KCB101	Communication in the New Economy
KCB103	Strategic Speech Communication
KCB202	New Media Technologies
KCB301	Media Audiences
KCB302	Political Communication
KCB304	Managing Communication Resources

Year 3, Semester 1

KJB224	Feature Writing
KPB303	Critical Thinking About Television
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 2

KJB337	Public Affairs Reporting
KPB112	TV and Film Genres
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Public Relations

AMB260	Public Relations Theory and Practice
AMB261	Media Relations and Publicity
AMB262	Public Relations Writing
AMB370	Public Relations Cases
AMB361	Public Relations Campaigns

Students who have completed AMB260 as part of the IF27 Core Units will need to choose two of the following three units:

AMB202	Integrated Marketing Communication
AMB230	Internet Promotion
AMB231	Marketing Communications Regulations and Ethics

General Course structure for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

IF27 CORE UNITS - 6 units required

AMB201	Marketing and Audience Research
BSB126	Marketing
KKB101	Creative Industries: People and Practices
KKB102	Creative Industries: Making Connections

Television

KPB101	Foundations of Film and Television Production
KPB104	Film and Television Production Resource Management
KPB105	Narrative Production
KPB106	Australian Television

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KPB107	Television's Greatest Hits
KPB303	Critical Thinking About Television
	* Students intending to take the Television major are required to take KWB102 Media Writing as one of their Faculty Core units (instead of KCB103 Strategic Speech Communication).

International Journalism

KJB101	Digital Journalism
KJB120	Newswriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing
KJB280	International Journalism
KJB337	Public Affairs Reporting

Course structure - Advertising / International Journalism for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices
SELECT	Either KCB103 or KWB102:
KCB103	Strategic Speech Communication
KWB102	Media Writing

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KJB120	Newswriting
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB319	Media Planning
KJB121	Journalistic Inquiry
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB318	Advertising Copywriting
KJB280	International Journalism
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

AMB320	Advertising Management
KJB224	Feature Writing
SELECT	Either AMB202, AMB230 or AMB330:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB339	Advertising Campaigns
KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Advertising / Media & Communication for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB101	Introduction to Media and Communication: Texts
KCB103	Strategic Speech Communication
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB319	Media Planning
KCB301	Media Audiences
KWB102	Media Writing
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB318	Advertising Copywriting
KCB202	New Media 2: Applications and Implications
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

AMB320	Advertising Management
KCB201	New Media 1: Information and Knowledge

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SELECT	Either KCB205, KCB302 or KCB304:
KCB205	Professional Communication
KCB302	Political Communication
KCB304	Managing Communication Resources
SELECT	Either AMB202, AMB230 or AMB330:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio

Year 3, Semester 2

AMB339	Advertising Campaigns
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Advertising / Television for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KKB101	Creative Industries: People and Practices
KPB106	Australian Television
KWB102	Media Writing

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections
KPB101	Introduction to Film, TV and New Media Production

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB318	Advertising Copywriting
AMB319	Media Planning
KPB105	Narrative Production

Year 2, Semester 2

AMB320	Advertising Management
KPB104	Film and Television Production Resource Management
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

KPB303	Critical Thinking About Television
SELECT	Either AMB202, AMB230 or AMB330:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB330	Advertising Planning Portfolio
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB339	Advertising Campaigns
KPB112	TV and Film Genres
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Advertising / Public Relations for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KKB101	Creative Industries: People and Practices
SELECT	Either KCB103 or KWB102:
KCB103	Strategic Speech Communication
KWB102	Media Writing
SELECT	A Complementary Studies unit

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
AMB260	Public Relations Theory and Practice
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB201	Marketing and Audience Research
AMB318	Advertising Copywriting
AMB319	Media Planning
AMB264	Public Relations Techniques

Year 2, Semester 2

AMB372	Public Relations Planning
SELECT	Either AMB202, AMB230 or AMB231:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and Ethics

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SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Year 3, Semester 1

AMB320 Advertising Management
 AMB374 Global Public Relations Cases
 SELECT Either AMB202, AMB230 or AMB330:
 AMB202 Integrated Marketing Communication
 AMB230 Digital Promotions
 AMB330 Advertising Planning Portfolio
 SELECT A Complementary Studies unit

Year 3, Semester 2

AMB339 Advertising Campaigns
 AMB379 Public Relations Campaigns
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Course structure - Media & Communication / International Journ for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
 KCB101 Introduction to Media and Communication: Texts
 KJB101 Digital Journalism
 KKB101 Creative Industries: People and Practices

Year 1, Semester 2

AMB201 Marketing and Audience Research
 KJB120 Newswriting
 KKB102 Creative Industries: Making Connections
 SELECT Either AMB220 or AMB263:
 AMB220 Advertising Theory and Practice
 AMB263 Introduction To Public Relations

Year 2, Semester 1

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

Year 2, Semester 2

KCB202 New Media 2: Applications and Implications

KJB280 International Journalism
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Year 3, Semester 1

KCB201 New Media 1: Information and Knowledge
 KJB224 Feature Writing
 SELECT Either KCB205, KCB302 or KCB304:
 KCB205 Professional Communication
 KCB302 Political Communication
 KCB304 Managing Communication Resources
 SELECT A Complementary Studies unit

Year 3, Semester 2

KJB337 Public Affairs Reporting
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit
 SELECT A Complementary Studies unit

Course structure - Media & Communication / Television for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing
 KCB101 Introduction to Media and Communication: Texts
 KKB101 Creative Industries: People and Practices
 KWB102 Media Writing

Year 1, Semester 2

AMB201 Marketing and Audience Research
 KKB102 Creative Industries: Making Connections
 KPB104 Film and Television Production Resource Management
 SELECT Either AMB220 or AMB263:
 AMB220 Advertising Theory and Practice
 AMB263 Introduction To Public Relations

Year 2, Semester 1

KCB103 Strategic Speech Communication
 KCB301 Media Audiences
 KPB106 Australian Television
 SELECT A Complementary Studies unit

Year 2, Semester 2

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KCB202	New Media 2: Applications and Implications
KPB101	Introduction to Film, TV and New Media Production
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 1

KCB201	New Media 1: Information and Knowledge
KPB105	Narrative Production
KPB303	Critical Thinking About Television
SELECT	Either KCB205, KCB302 or KCB304:
KCB205	Professional Communication
KCB302	Political Communication
KCB304	Managing Communication Resources

Year 3, Semester 2

KPB112	TV and Film Genres
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Public Relations / International Journalism for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices
SELECT	Either KCB103 or KWB102:
KCB103	Strategic Speech Communication
KWB102	Media Writing

Year 1, Semester 2

AMB201	Marketing and Audience Research
AMB260	Public Relations Theory and Practice
KJB120	Newsriting
KKB102	Creative Industries: Making Connections

Year 2, Semester 1

AMB264	Public Relations Techniques
KJB121	Journalistic Inquiry
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB372	Public Relations Planning
KJB280	International Journalism
SELECT	Two from AMB202, AMB230 and AMB231:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and Ethics

Year 3, Semester 1

AMB374	Global Public Relations Cases
KJB224	Feature Writing
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB379	Public Relations Campaigns
KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Public Relations / Media & Communication for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB101	Introduction to Media and Communication: Texts
KCB103	Strategic Speech Communication
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

AMB201	Marketing and Audience Research
AMB260	Public Relations Theory and Practice
KKB102	Creative Industries: Making Connections
KWB102	Media Writing

Year 2, Semester 1

AMB264	Public Relations Techniques
KCB301	Media Audiences
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB372	Public Relations Planning
KCB202	New Media 2: Applications and Implications

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SELECT	Two from AMB202, AMB230 and AMB231:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and Ethics

Year 3, Semester 1

AMB374	Global Public Relations Cases
KCB201	New Media 1: Information and Knowledge
SELECT	Either KCB205, KCB302 or KCB304:
KCB205	Professional Communication
KCB302	Political Communication
KCB304	Managing Communication Resources
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB379	Public Relations Campaigns
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure - Public Relations / Television for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KKB101	Creative Industries: People and Practices
KPB106	Australian Television
KWB102	Media Writing

Year 1, Semester 2

AMB201	Marketing and Audience Research
AMB260	Public Relations Theory and Practice
KKB102	Creative Industries: Making Connections
KPB101	Introduction to Film, TV and New Media Production

Year 2, Semester 1

AMB261	Media Relations and Publicity
KPB105	Narrative Production
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 2, Semester 2

AMB262	Public Relations Writing
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KPB104	Film and Television Production Resource Management
KPB107	Television's Greatest Hits
SELECT	A Complementary Studies unit

Year 3, Semester 1

AMB374	Global Public Relations Cases
KPB303	Critical Thinking About Television
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 2

AMB379	Public Relations Campaigns
SELECT	Two from AMB202, AMB230 and AMB231:
AMB202	Integrated Marketing Communication
AMB230	Digital Promotions
AMB231	Marketing Communications Regulations and Ethics
SELECT	A Complementary Studies unit

Course structure - Television / International Journalism for students who commenced in 2008

Course Requirements

In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126	Marketing
KCB110	Introduction To Mass Communication
KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices

Year 1, Semester 2

KKB102	Creative Industries: Making Connections
KPB101	Introduction to Film, TV and New Media Production
KPB104	Film and Television Production Resource Management
SELECT	Either AMB260 or AMB220:
AMB260	Public Relations Theory and Practice
AMB220	Advertising Theory and Practice

Year 2, Semester 1

KJB120	Newswriting
KJB121	Journalistic Inquiry
KPB105	Narrative Production
KPB106	Australian Television

Year 2, Semester 2

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AMB201	Marketing and Audience Research	KIB203	Introduction to 3D Computer Graphics
KJB280	International Journalism	KIB221	Animation: CG Toolkit
SELECT	A Complementary Studies unit	KIB316	Virtual Environments
SELECT	A Complementary Studies unit	KIB325	Real-Time 3D Computer Graphics

Year 3, Semester 1

KJB224	Feature Writing
KPB303	Critical Thinking About Television
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Year 3, Semester 2

KJB337	Public Affairs Reporting
KPB112	TV and Film Genres
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit

Course structure for students who commenced in 2007 or earlier

Important Notice

Students who commenced this course in 2007 or earlier should contact their faculty (using the Discipline Contact email address above) for relevant course enrolment advice.

Creative Industries Minor Options

INSTRUCTIONS FOR MINORS

* Minors offered by other faculties can be accessed through 'University Wide Minor Options' and 'Language Minor Options'. Some minors to consider include: Advertising, Architectural Studies, Collaborative Digital Design, Game Design, Entrepreneurship, Indigenous Studies, Information Technology, Integrated Marketing Communication, Interior Design Studies, International Business, Lighting, Management, Marketing, Mathematics, and Public Relations.

Please refer to the following study sequences to plan your program. You must complete 48 credit points (normally four 12 credit point subjects) from the specified units to achieve a minor, following semester of offer and unit prerequisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these majors and/or minors and are also mandatory elsewhere in your course can not contribute towards the completion of these majors and/or minors. Any unit(s) that appear in multiple majors and/or minors can only contribute towards the completion of one of these majors or minors.

3D Visualisation

Description: The 3D Visualisation Minor offers you the opportunity to develop a fundamental understanding of current 3D computer graphics and visualisation. You will expand your 3D modelling skill set to include 3D character animation and real-time 3D followed by the creation of an interactive virtual environment.

Advanced Interactive Media

Description: This minor focuses on the design of interactive projects at the intersection of social and tangible media. Classes across the minor employ studio based approaches to teaching and learning, and as such provide students with space to develop their design practice through engaging project briefs.

KKB216	Graphical Development Environments for Media Interaction
KIB205	Programming for Visual Designers and Artists
KIB309	Embodied Interactions
KIB314	Tangible Media

Note: KKB216 is not offered in 2010

Animation

Description: The aim of this minor is to provide you with a broad understanding of animation through the combination of units that encompass drawing for animation with a unit that addresses computer animation processes. This is then contextualized through Animation Practices, which covers the history of animation and considers the cultural significance of the form, and the diversity of practices.

Instructions: Choose any four (4) of the following six units

KIB105	Animation and Motion Graphics
KIB108	Animation History and Practices
KIB203	Introduction to 3D Computer Graphics
KIB225	Character Development, Conceptual Design and Animation Layout
KVB105	Drawing for Design
KVB106	Drawing for Animation

Art History

Description: This minor presents an introduction to the Second major art movements and issues in twentieth- and twenty-first century art. It actively fosters skills of visual and textual literacy by combining both in a coherent package of study. It will supplement the study for those interested in the arts as well as cognate disciplines such as design, fashion, media and architecture.

KVB102	Modernism
KVB103	Australian Art
KVB211	Post 1945 Art
KVB304	Contemporary Art Issues

Art, Design and Architecture

Description: This minor introduces you to the cognate disciplines of art, design and architecture. Aspiring practitioners who wish to

understand the historical and intellectual traditions of their fields will benefit from this minor, as will those who are considering future honours and postgraduate study in this field.

- DAB325 Architecture in the 20th Century
- DEB102 Introducing Design History
- KVB212 Australian Art, Architecture and Design
- KVB306 Video Art and Culture

Audience and User Research

Description: The value of much creative and business activity is determined by its success with audiences and users and the ability to understand and research the people who engage with your outputs is vital. This minor provides you with a conceptual understanding of how audiences use media and cultural products and teaches practical skills in conducting qualitative and quantitative audience research.

- KCB102 Media Myth Busting 1
- KCB105 Media Myth Busting 2
- KCB203 Consumption Matters: Consumer Cultures and Identity
- KCB301 Media Audiences

Communication for the Professions

Description: This minor provides you with opportunity to understand the parameters of the journalism and professional communication fields.

- KCB103 Strategic Speech Communication
- KCB302 Political Communication
- KCB304 Managing Communication Resources
- KWB103 Persuasive Writing
- KWB106 Corporate Writing and Editing

Creative Writing

Description: This minor aims to prepare you with skills and knowledge in the area of creative writing and to enhance your critical, analytical and peer-reviewing skills.

- KWB101 Introduction to Creative Writing
- KWB102 Media Writing
- KWB104 Creative Writing: The Short Story
- KWB107 Creative Non-Fiction
- KWB207 Great Books: Creative Writing Classics
- KWB313 Novel and Memoir

* Please note: KWB204 is permitted to count towards this unit set.

Dance Studies

Description: This minor provides the opportunity to approach dance as a subject for critical, analytical and contextual study.

- KDB105 Architecture of the Body
- KDB106 Dance Analysis
- KDB110 Deconstructing Dance in History

- KDB204 Australian Dance
- KDB225 Music Theatre Skills

Digital Media

Description: This minor provides you with the opportunity to understand the guiding principles behind new modes of communication and creative industries practice.

- KIB101 Visual Communication
- KIB103 Introduction to Web Design and Development
- KCB201 New Media 1: Information and Knowledge
- KCB202 New Media 2: Applications and Implications
- KVB306 Video Art and Culture

Drama

Description: This minor provides you with introductory concepts and practices underpinning contemporary performance-making.

- KDB225 Music Theatre Skills
- KTB103 Performing Skills 1: Character and Scene
- KTB104 Performance Innovation
- KTB106 Performing Skills 2: Style and Form
- KTB204 Understanding Performance
- KTB305 The Entrepreneurial Artist

Entertainment

Description: This minor provides you with an understanding of the characteristics of mainstream commercial culture that appeal to large audiences and an understanding both of business and creative processes.

- BSB126 Marketing
- KWB102 Media Writing
- KXB101 Introduction to Entertainment
- KXB102 Global Entertainment
- KXB201 Entertainment Practice: Balancing Creativity and Business

Fashion

Description: This minor will provide you with an in depth knowledge and understanding of the history, theory and context of international fashion.

- KFB103 Introduction to Fashion
- KFB106 Unspeakable Beauty: A History of Fashion and Style
- KFB206 Fashion and Modernity
- KFB207 Contemporary Fashion

Graphic Design

Description: This minor aims to prepare you with skills and knowledge in the area of visual design and communication for a range of print and electronic media contexts. It will provide you with a foundation in the conceptual and theoretical aspects of visual communication,

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graphic design and print media, and the technical skills required to apply them in studio projects.

Instructions: Complete four (4) of the following five units

KIB101	Visual Communication
KIB230	Interface and Information Design
KIB335	Typography and Illustration
KIB338	Print Media
KVB204	Graphic Design

Interactive and Visual Design

Description: This minor aims to provide you with a foundational understanding of the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media, including an introduction to visual communication, print media, web and interactive media and temporal digital media formats.

KIB101	Visual Communication
KIB102	Visual Interactions
KIB103	Introduction to Web Design and Development
KIB104	Digital Media

Journalism

Description: This minor will introduce you to a range of key journalistic principles, approaches and writing styles.

KJB101	Digital Journalism
KJB120	Newswriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing

Literature

Description: This minor will provide you with a thorough grounding in a range of texts, literary, cultural and popular.

KWB109	Writing Australia
KWB206	Youth and Children's Writing
KWB207	Great Books: Creative Writing Classics
KWB208	Modern Times (Literature and Culture in the 20th Century)
KWB209	Shakespeare, Then and Now
KWB308	Wonderlands: Literature and Culture in the 19th Century

* Please note: KWB307 is permitted to count towards this unit set.

Modern and Popular Literature and Culture

Description: This minor will provide you with a thorough grounding in a range of modern, cultural and popular texts.

KWB108	Introduction To Literary Studies
KWB109	Writing Australia
KWB206	Youth and Children's Writing

KWB208 Modern Times (Literature and Culture in the 20th Century)

KWB308 Wonderlands: Literature and Culture in the 19th Century

KWB309 Popular Fictions, Popular Culture

Music Studies

Description: This minor provides you with understandings of new directions in music across styles, genres, cultures, disciplines and beliefs.

KDB225	Music Theatre Skills
KMB003	Sex Drugs Rock 'n' roll
KMB004	World Music
KMB107	Sound, Image, Text
KMB200	Music Scenes and Subcultures

* Please note: KMB002 is permitted to count towards this unit set.

* KMB200 will be offered from 2011.

Performance Events and Festivals

Description: This minor provides you with understandings and skills in creative industries performance and management.

KTB101	20th Century Performance
KTB207	Staging Australia
KTB210	Creative Industries Management
KTB211	Creative Industries Events and Festivals
KTB306	Directing for Performance Events and Festivals
SELECT	One unit from either BSB126, KCB103 or KWB106:
BSB126	Marketing
KCB103	Strategic Speech Communication
KWB106	Corporate Writing and Editing

Professional Writing

Description: The aim of this minor is to provide you with skills and knowledge in a variety of genres in the area of professional writing and to understand the demands of the writing and publishing industry.

KWB102	Media Writing
KWB103	Persuasive Writing
KWB106	Corporate Writing and Editing
KWB303	Writing and Publishing Industry

Screen Studies

Description: The aim of this minor is to provide students with an understanding of film and media, and their influence in social and cultural contexts.

KPB109	Film and TV History
KPB112	TV and Film Genres
KPB205	Documentary Theory and Practice
KPB206	International Cinema

KPB212 Australian Film and TV
 *Note: KPB203 is permitted to count towards this major if completed in 2010 or earlier.

* you must obey any Unit Option rules as set out in your course requirements
 * you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen major area.
 * you must have successfully completed any pre/co-requisite units applicable
 * the offering of these units is subject to sufficient student enrolment numbers and staff availability
 * some units are subject to quota restrictions
 * KK33, KK34, KJ32, KM32, IX07, IX16 and IF27 students ONLY are permitted to select Unit Options from outside the Faculty of Creative Industries

Sound Studies

Description: This minor introduces you to the practical world of sound production tools and techniques together with a secure theoretical underpinning.

KKB216 Graphical Development Environments for Media Interaction
 KMB119 Music and Sound Production 1
 KMB129 Music and Sound Production 2
 KMB252 Multi-Platform Sound Design
 KMB301 The Music Industry
 * Please note: KMB004 is permitted to count towards this unit set. KMB106 will be discontinued at the end of 2010 and replaced by KMB252.
 *KMB106 is permitted to count towards this minor if completed in 2010 or earlier.

Television

Description: The aim of this minor is to provide students with theoretical and practical understandings of television production, distribution and reception.

KPB104 Film and Television Production Resource Management
 KPB110 The Movie, TV & New Media Business
 KPB112 TV and Film Genres
 KPB202 Film and Television Business Skills: Entrepreneurship and Investment
 KPB303 Critical Thinking About Television
 KPB313 How to be a Producer

Visual Arts Practice

Description: This minor introduces you to the essential principles of visual literacy. You will develop the fundamental skills of working with 2D and 3D media and understand the frameworks of display and audience engagement in the visual arts.

KVB110 2D Media and Processes
 KVB111 3D Media and Processes
 KVB200 Exhibition and Display in the Visual Arts
 KVB213 Graphic Investigation

Creative Industries Faculty Undergraduate University Wide Unit Options (previously elective options)

Creative Industries Faculty Undergraduate University Wide Units

Please note: From 2010 elective units have been re-named Unit Options.
 These unit offerings are current at the time of publication but are subject to change.
 Rules for selecting Unit Options:

Creative Writing & Literary Studies

KWB101 Introduction to Creative Writing
 KWB102 Media Writing
 KWB103 Persuasive Writing
 KWB104 Creative Writing: The Short Story
 KWB106 Corporate Writing and Editing
 KWB107 Creative Non-Fiction
 KWB108 Introduction To Literary Studies
 KWB109 Writing Australia
 KWB206 Youth and Children's Writing
 KWB207 Great Books: Creative Writing Classics
 KWB208 Modern Times (Literature and Culture in the 20th Century)
 KWB209 Shakespeare, Then and Now
 KWB308 Wonderlands: Literature and Culture in the 19th Century
 KWB309 Popular Fictions, Popular Culture
 * Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.

Dance

KDB105 Architecture of the Body
 KDB106 Dance Analysis
 KDB108 World Dance
 KDB109 Funk, Tap and all that Jazz
 KDB110 Deconstructing Dance in History
 KDB204 Australian Dance
 KDB225 Music Theatre Skills

Entertainment

KXB101 Introduction to Entertainment
 KXB102 Global Entertainment
 KXB201 *Entertainment Practice: Balancing Creativity and Business
 *Note: This unit will be offered from 2011.

Faculty

KKB004 Indigenous Creative Industries

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KKB101	Creative Industries: People and Practices
KKB102	Creative Industries: Making Connections
KKB216	Graphical Development Environments for Media Interaction
KKB345	Creative Industries Project 1
KKB346	Creative Industries Project 2

Fashion

KFB103	Introduction to Fashion
KFB106	Unspeakable Beauty: A History of Fashion and Style
KFB205	Fashion and Style Journalism
KFB206	Fashion and Modernity
KFB207	Contemporary Fashion
KFB208	Fashion Portfolio
KFB209	Ragtrade: Wholesaling Fashion

Film & Television

KPB101	Introduction to Film, TV and New Media Production
KPB104	Film and Television Production Resource Management
KPB109	Film and TV History
KPB110	The Movie, TV & New Media Business
KPB112	TV and Film Genres
KPB113	TV and Film Text Analysis
KPB205	Documentary Theory and Practice
KPB206	International Cinema
KPB207	Film and Television Scriptwriting
KPB303	Critical Thinking About Television
* Please note: KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.	
*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.	

Interactive & Visual Design

KIB101	Visual Communication
KIB102	Visual Interactions
KIB103	Introduction to Web Design and Development
KIB104	Digital Media
KIB105	Animation and Motion Graphics
KIB108	Animation History and Practices
KIB201	Concept Development for Game Design and Interactive Media
KIB202	Enabling Immersion

Journalism

KJB101	Digital Journalism
KJB120	Newsriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing

KJB239	Journalism Ethics and Issues
KJB280	International Journalism
KJB337	Public Affairs Reporting

Media & Communication

KCB101	Introduction to Media and Communication: Texts
KCB102	Media Myth Busting 1
KCB103	Strategic Speech Communication
KCB104	Introduction to Media and Communications: Industries
KCB105	Media Myth Busting 2
KCB201	New Media 1: Information and Knowledge
KCB202	New Media 2: Applications and Implications
KCB203	Consumption Matters: Consumer Cultures and Identity
KCB302	Political Communication

Music & Sound

KMB003	Sex Drugs Rock 'n' roll
KMB004	World Music
KMB107	Sound, Image, Text
KMB119	Music and Sound Production 1
KMB122	Music and Sound Concepts 1
KMB129	Music and Sound Production 2
KMB132	Music and Sound Concepts 2
KMB200	Music Scenes and Subcultures
KMB252	Multi-Platform Sound Design
* Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier.	
*KMB106 will be discontinued at the end of 2010 and replaced by KMB252.	
*KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.	
*KMB200 will be offered from 2011.	

Performance Studies

KSB215	Visual Theatre Design
KTB101	20th Century Performance
KTB103	Performing Skills 1: Character and Scene
KTB104	Performance Innovation
KTB106	Performing Skills 2: Style and Form
KTB204	Understanding Performance
KTB207	Staging Australia
KTB210	Creative Industries Management
KTB211	Creative Industries Events and Festivals

Visual Arts

KVB102	Modernism
KVB103	Australian Art
KVB104	Photomedia and Artistic Practice

KVB105	Drawing for Design
KVB106	Drawing for Animation
KVB108	Contemporary Asian Visual Culture
KVB110	2D Media and Processes
KVB111	3D Media and Processes
KVB211	Post 1945 Art
KVB212	Australian Art, Architecture and Design
KVB213	Graphic Investigation
KVB304	Contemporary Art Issues
KVB306	Video Art and Culture
KVB307	Theories of Spatial Culture

Potential Careers:

Advertising Professional, Creative Writer, Government Officer, Guidance Officer, Information Officer, International Business Specialist, Internet Professional, Journalist, Marketing Officer/Manager, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Web Designer.

**Bachelor of Engineering
(Electrical)/Bachelor of Business (IF28)****Year offered:** 2010**Admissions:** No**CRICOS code:** 027278C**Course duration (full-time):** 5 years (10 semesters)**Domestic fees (indicative):** 2010: CSP rate 2010 available
July 2009**International Fees (indicative):** 2010: \$11,250 (indicative)
per semester**Domestic Entry:** February**International Entry:** February**QTAC code:** 419532**Past rank cut-off:** 80**Past OP cut-off:** 10**OP Guarantee:** Yes**Assumed knowledge:** English (4, SA) and Maths B (4, SA)**Preparatory studies:** For information on acquiring
assumed knowledge visit<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>**Total credit points:** 480**Standard credit points per full-time semester:** 48
(average)**Course coordinator:** Dr R.Mahalinga-Iyer (Engineering);
Dr Erica French (Business)**Discipline coordinator:** Dr Felipe Gonzalez (Engineering);
Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising);
Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr
Greg Southey (Human Resource Management); Mr Michael
Cox (International Business); Dr Kavoos Mohannak
(Management); Mr Bill Proud (Marketing); and Ms Amisha
Mehta (Public Relations)**Campus:** Gardens Point**null**

This course has been discontinued. Currently
enrolled students should check with the
relevant Faculty for course progression and
enrolment advice.

**Bachelor of Arts/Bachelor of Business
(Accountancy, Banking and Finance,
Economics or Marketing) (IF30)**

Year offered: 2010

Admissions: No

CRICOS code: 037539D

Course duration (full-time): 4.5 years (9 semesters)

Domestic fees (indicative): 2010: CSP \$5,310 per semester

Domestic Entry: February

International Entry: February and July

QTAC code: This course is no longer offered.

Past rank cut-off: 72

Past OP cut-off: 13

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432 (192 cp in Arts and 240 cp in Business)

Standard credit points per full-time semester: 48

Course coordinator: Dr Iraphne Childs (Arts); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Example of full-time Course structure

Year 1, Semester 1

Major unit

SWB106 Applied Skills and Scholarship

Business Unit

Business Unit

Year 1, Semester 2

Major unit

Discipline Major Unit or Elective unit

Business Unit

Business Unit

Year 2, Semester 1

Major

Discipline Major Unit or Elective unit

Business Unit

Business Unit

Year 2, Semester 2

Major unit

Minor unit

Business Unit

Business Unit

Year 3, Semester 1

Major unit

Discipline Major Unit or Minor Unit or Elective

Business Unit

Business Unit

Year 3, Semester 2

Minor Unit

Discipline Major Unit or Minor Unit or Elective

Business Unit

Business Unit

Year 4, Semester 1

Major unit

Discipline Major Unit or Minor Unit or Elective

Business Unit

Business Unit

Year 4, Semester 2

Major unit

Discipline Major Unit or elective

Business Unit

Business Unit

Year 5, Semester 1

Business Unit

Business Unit

Business Unit

Business Unit

Course structure- Accountancy (For students NOT seeking professional recognition)

Year 1, Semester 1

BSB110 Accounting

BSB113 Economics

Year 1, Semester 2

AYB200 Financial Accounting

BSB123 Data Analysis

Year 2, Semester 1

BSB111 Business Law and Ethics

BSB115 Management

Year 2, Semester 2

BSB119 Global Business

BSB126 Marketing

Year 3, Semester 1

EFB222 Quantitative Methods For Economics and Finance

Double Major / Specialisation Unit

Year 3, Semester 2

AYB221 Computerised Accounting Systems

Double Major / Specialisation Unit

Year 4, Semester 1

AYB340 Company Accounting

Double Major / Specialisation Unit

Year 4, Semester 2

AYB225 Management Accounting

Double Major / Specialisation Unit

Year 5, Semester 1

AYB301 Audit and Assurance

BSB124 Working in Business

Double Major / Specialisation Unit

Double Major / Specialisation Unit

Important Information:

Students should refer to the BS56 Course Notes entry for information on double major/specialisation units.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure- Accountancy (For students seeking professional recognition)

Year 1, Semester 1

BSB110 Accounting

BSB113 Economics

Year 1, Semester 2

AYB200 Financial Accounting

BSB123 Data Analysis

Year 2, Semester 1

BSB111 Business Law and Ethics

BSB115 Management

Year 2, Semester 2

BSB119 Global Business

BSB126 Marketing

Year 3, Semester 1

BSB124 Working in Business

EFB222 Quantitative Methods For Economics and Finance

Year 3, Semester 2

AYB221 Computerised Accounting Systems

AYB223 Law of Business Associations

Year 4, Semester 1

AYB340 Company Accounting

EFB210 Finance 1

Year 4, Semester 2

AYB225 Management Accounting

AYB311 Financial Accounting Issues

Year 5, Semester 1

AYB301 Audit and Assurance

AYB321 Strategic Management Accounting

AYB219 Taxation Law

AYB339 Accountancy Capstone

Important Information

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Banking and Finance

Year 1 Semester 1

BSB113 Economics

BSB123 Data Analysis

Year 1 Semester 2

BSB115 Management

EFB223 Economics 2

Year 2 Semester 1

BSB124 Working in Business

EFB222 Quantitative Methods For Economics and Finance

Year 2 Semester 2

BSB110 Accounting

BSB126 Marketing

Year 3 Semester 1

BSB119 Global Business

EFB210 Finance 1

Year 3 Semester 2

EFB307 Finance 2

Double Major / Extended Major / Specialisation Unit

Year 4 Semester 1

EFB201 Financial Markets

Double Major / Extended Major / Specialisation Unit

Year 4 Semester 2

EFB312 International Finance

Double Major / Extended Major / Specialisation Unit

Year 5 Semester 1

BSB111 Business Law and Ethics
 Double Major / Extended Major / Specialisation Unit
 Double Major / Extended Major / Specialisation Unit
 Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Economics

Year 1 Semester 1

BSB113 Economics
 BSB123 Data Analysis

Year 1 Semester 2

BSB115 Management
 EFB223 Economics 2

Year 2 Semester 1

BSB126 Marketing
 EFB222 Quantitative Methods For Economics and Finance

Year 2 Semester 2

BSB110 Accounting
 BSB124 Working in Business

Year 3 Semester 1

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

Year 3 Semester 2

EFB314 International Trade and Economic Competitiveness
 Double Major / Extended Major / Specialisation Unit

Year 4 Semester 1

BSB119 Global Business
 Double Major / Extended Major / Specialisation Unit

Year 4 Semester 2

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

Year 5 Semester 1

BSB111 Business Law and Ethics
 Double Major / Extended Major / Specialisation Unit
 Double Major / Extended Major / Specialisation Unit
 Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Marketing

Year 1, Semester 1

BSB123 Data Analysis
 BSB126 Marketing

Year 1, Semester 2

AMB200 Consumer Behaviour
 AMB240 Marketing Planning and Management

Year 2, Semester 1

AMB201 Marketing and Audience Research
 BSB119 Global Business

Year 2, Semester 2

AMB335 E-marketing Strategies
 Double Major / Extended Major / Specialisation

Year 3, Semester 1

BSB113 Economics
 Double Major / Extended Major / Specialisation Unit

Year 3, Semester 2

BSB110 Accounting
 Double Major / Extended Major / Specialisation

Year 4, Semester 1

AMB340 Services Marketing
 Double Major / Extended Major / Specialisation Unit

Year 4, Semester 2

AMB359 Strategic Marketing
 Double Major / Extended Major / Specialisation Unit

Year 5, Semester 1

BSB111 Business Law and Ethics
 BSB114 Government, Business and Society

BSB115 Management
 Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

JSB171 Justice and Society
 KMB003 Sex Drugs Rock 'n' roll
 MDB454 Science, Technology and Society
 PUB209 Health, Culture and Society
 PYB067 Human Sexuality
 SCB110 Science Concepts and Global Systems
 SWB102 The Human Condition
 SWB104 Interpersonal Communication
 SWB212 Community Work
 SWB214 Team Practice and Group Processes
 SWB222 Advanced Communication for Human Services and Social Work
 SWB223 People, Society and Social Work
 SWB302 Social Policy Processes

Major in the Bachelor of Arts - Ethics and Human Rights

Major in the Bachelor of Arts - International and Global Studies

International and Global Studies

Seven (7) units are required for an International and Global Studies (IGS) Major. These can include units completed in the IGS Major up to 2009 as well as any completed from the following list.

BSB119 Global Business
 CLB049 The Global Teacher
 CLB104 Colonialism and Independence in Asia-Pacific
 CLB105 Australia and the South Pacific
 CLB106 Modern China
 CLB108 Nations and Nationalism in Modern Europe
 CLB109 World Regions
 CLB112 South East Asia in Focus
 MDB454 Science, Technology and Society
 SCB110 Science Concepts and Global Systems

Students may select one language unit as an elective in the International Studies Strand. Students may also undertake a Combined Major in Languages/International and Global Studies, comprising: 3 IGS elective units plus 4 units in one chosen language. (Indonesian, Japanese, French, Mandarin, German).

Major in the Bachelor of Arts - Society and Change

Society and Change

Seven (7) units are required for a Society and Change Major. These can include units completed in the Society and Change Major up to 2009 as well as any completed from the following list.

CLB107 The Classical World
 CLB110 Environment and Society
 CLB111 Environmental Hazards

Ethics and Human Rights

Seven (7) units are required for a Ethics and Human Rights Professional Major. These can include units completed in the Ethics and Human Rights Discipline Major up to 2009 as well as any completed from the following list.

JSB171 Justice and Society
 JSB175 Social Ethics and the Justice System
 LWS101 Ethics Law and Health Care
 NSB113 Diversity and Health: Introduction to Indigenous and Multicultural Perspectives
 PUB486 Ethics and the Law in Health Service Delivery
 SWB105 Introduction to Human Rights and Ethics
 SWB219 Ethical and Legal Dimensions of Human Services and Social Work

Major in the Bachelor of Arts - Community Studies

Community Studies

Seven (7) units are required for a Community Studies Major. These can include units completed in the Community Studies Major up to 2009 as well as any completed from the following list.

EDB040 Indigenous Knowledge: Research Ethics and Protocols
 EDB041 Indigenous Australia: Country, Kin and Culture
 SWB100 Introduction to Human Services and Social Work
 SWB102 The Human Condition
 SWB103 Contemporary Social and Community Issues
 SWB104 Interpersonal Communication
 SWB204 Child and Family Services: Introduction
 SWB206 Disability Services: Introduction
 SWB207 Services to Young People: Introduction
 SWB212 Community Work
 SWB214 Team Practice and Group Processes

SWB216	The Human Dimensions of Space		Discipline Major. These can include units completed in the History Discipline Major up to 2009 as well as any completed from the following list.
SWB219	Ethical and Legal Dimensions of Human Services and Social Work		
SWB220	Practice Theories	CLB101	Australian Society and Culture
SWB221	Social Work Processes and Methods	CLB102	Australian Historical Studies
SWB222	Advanced Communication for Human Services and Social Work	CLB103	Interpreting the Past
SWB302	Social Policy Processes	CLB104	Colonialism and Independence in Asia-Pacific
SWB304	Child and Family Services: Advanced	CLB105	Australia and the South Pacific
SWB305	Community and Youth Corrections	CLB106	Modern China
SWB306	Disability Services: Advanced	CLB107	The Classical World
SWB307	Services to Young People: Advanced	CLB108	Nations and Nationalism in Modern Europe
SWB308	Child Protection Intervention Skills		

Discipline Major - Languages

Major in the Bachelor of Arts - Australian Studies

Australian Studies

Seven (7) units are required for a Australian Studies Major. These can include units completed in the Australian Studies Major up to 2009 as well as any completed from the following list.

CLB101	Australian Society and Culture
CLB102	Australian Historical Studies
CLB105	Australia and the South Pacific
CLB113	Australian Geographical Studies
EDB038	Indigenous Australian Culture Studies
EDB039	Indigenous Politics and Political Culture
EDB041	Indigenous Australia: Country, Kin and Culture

Discipline Major - Geography and Environmental Studies

Geography and Environmental Studies

Six (6) units are required for a Geography and Environmental Studies Discipline Major. These can include units completed in the Geography and Environmental Studies Discipline Major up to 2009 as well as any completed from the following list.

CLB109	World Regions
CLB110	Environment and Society
CLB111	Environmental Hazards
CLB112	South East Asia in Focus
CLB113	Australian Geographical Studies
CLB114	Geography in the Field
SCB110	Science Concepts and Global Systems
UDB164	Population and Urban Studies
UDB281	Geographic Information Systems
UDB282	Remote Sensing

Discipline Major - History

History

Six (6) units are required for a History

LANGUAGES

Apart from Mandarin and the Overseas Units, Language units are taught at the University of Queensland. Students wishing to complete these language units must enrol at UQ as cross institutional students

Mandarin

Six sequenced units are required for a Mandarin Discipline Major. These can include units completed in the Mandarin Discipline Major up to 2009 as well as those from the following list:

AMB030	Mandarin for Chinese
AMB031	Mandarin 1
AMB032	Mandarin 2
AMB033	Mandarin 3
AMB034	Mandarin 4
AMB035	Mandarin 5
AMB036	Mandarin 6
AMB037	Mandarin 7
AMB038	Mandarin 8

Overseas Units - All Languages

AMB041	International Intensive Program
AMB042	International Summer School or Equivalent
AMB043	In-Country Study - A
AMB044	In-Country Study - B

French

The following units are taught at UQ. Six sequenced units are required for a French Discipline Major. These can include units completed in the French Discipline Major up to 2009 as well as those from the following list:

FREN101	French 1/Introductory French A
0	
FREN102	French 2/Introductory French B
0	
FREN201	French 3/Intermediate French A *
0	

OR

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FREN311 2	French Language A *	0	
FREN202 0	French 4/Intermediate French B	0	GRMN312 German 8/Advanced German Language 4
	OR		
FREN311 3	French Language B		
FREN311 4	French 5/French Language C		
FREN311 5	French 6/French Language D		
FREN311 6	French 7/Advanced French Language **		
	OR		
FREN333 0	French for Business		
	OR		
FREN336 0	Le cinema en Francais		
FREN312 0	French 8/Advanced Oral French		
	OR		
FREN321 0	Litterature et modernite		
	OR		
FREN331 0	Introduction to French > English Translation		
	OR		
FREN335 0	Litterature Contemporaine		
	* FREN2010 is third semester French for students who have done HHB061 and HHB062 (semester 1 and 2 beginner French). FREN3112 is first semester French for students who have successfully completed Year 12 in French in the last three years.		
	** Students who have already completed HHB066 French 6 at QUT should not enrol in FREN3116		
German			
	The following units are taught at UQ. Six sequenced units are required for a German Discipline Major. These can include units completed in the German Discipline Major up to 2009 as well as those from the following list:		
GRMN101 0	German 1/Introductory German Language 1		
GRMN102 0	German 2/Introductory German Language 2		
GRMN201 0	German 3/Continuing German Language 1		
GRMN202 0	German 4/Continuing German Language 2		
GRMN301 0	German 5/Advanced German Language 1		
GRMN302 0	German 6/Advanced German Language 2		
GRMN311	German 7/Advanced German Language 3		
Japanese			
	The following units are taught at UQ. Six sequenced units are required for a Japanese Discipline Major. These can include units completed in the Japanese Discipline Major up to 2009 as well as those from the following list:		
JAPN1011	Japanese 1/Introductory Japanese 1		
JAPN2011	Japanese 2/Introductory Japanese 2		
JAPN2101	Japanese 3/Intermediate Japanese 1		
JAPN3001	Japanese 4/Intermediate Japanese 2		
JAPN3101	Japanses 5/Continuing Japanses 3		
JAPN3102	Japanese 6/Continuing Japanese 4		
JAPN3200	Japanese 7/Multimedia Japanese		
	OR		
JAPN3240	Modern Literary Texts		
JAPN3210	Polite Japanese Written & Spoken Styles		
JAPN3500	Japanese 8/Language and Society in Japan		
Indonesian			
	The following units are taught at UQ. Six sequenced units are required for a Indonesian Discipline Major. These can include units completed in the Indonesian Discipline Major up to 2009 as well as those from the following list:		
INDN1000	Indonesian 1/Introductory Indonesian A		
INDN1001	Indonesian 2/Introductory Indonesian B		
INDN2000	Indonesian 3/Intermediate Indonesian A		
INDN2001	Indonesian 4/Intermediate Indonesian B		
INDN3000	Indonesian 5/Advanced Indonesian A		
INDN3001	Indonesian 6/Advanced Indonesian B		
INDN3003	Indonesian 7/Indonesian Through the Media		
INDN3005	Indonesian 8/Indonesian Translation B		
Discipline Major - Social Science			
SOCIAL SCIENCE			
	Six (6) units are required for a Social Science Discipline Major comprising Sociology and Political Studies units. These can include units completed in the Social Science Discipline Major up to 2009 as well as any completed from the following list.		
Sociology			
CLB403	Gender And Sexuality Issues For Teachers		
JSB272	Theories of Crime		
JSB372	Youth Justice		
JSB378	Drugs and Crime		
JSB971	Gender Crime and the Criminal Justice System		
KMB003	Sex Drugs Rock 'n' roll		

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MDB454	Science, Technology and Society	Intelligence
PYB067	Human Sexuality	ITB233 is now INB312 Enterprise Systems Application
PUB209	Health, Culture and Society	ITB823 is now INB830 Web Sites for E-Commerce
SWB216	The Human Dimensions of Space	ITB239 is now INB342 Enterprise Data Mining
Political Studies		Human Resource Management Core units
EDB039	Indigenous Politics and Political Culture	MGB220 now retitled MGB220 Business Research Methods
JSB271	Policy Governance and Justice	MGB221 is now MGB339 Performance and Reward
KCB302	Political Communication	
SWB218	Social Change, Politics, Policy and Activism	International Business Core units
SWB302	Social Policy Processes	IBB202 is replaced by EFB240 Finance for International Business
Course Updates - List of re-coded and replacement Business units		IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
Faculty Core units		IBB210 is now replaced by AMB210 Importing and Exporting
BSB114	is replaced by BSB124 Working in Business	IBB213 is now AMB336 International Marketing
BSB115	now retitled BSB115 Management	IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
BSB119	now retitled BSB119 Global Business	IBB300 is now AMB369 International Business Strategy
BSB122	is replaced by BSB123 Data Analysis	IBB308 is replaced by MGB340 International Business in the Asia-Pacific
Accountancy Core units		Management Core units
AYB121	is now AYB200 Financial Accounting AYB121	MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
AYB220	is now AYB340 Company Accounting AYB220	
AYB301	now retitled AYB301 Audit and Assurance	Marketing Core units
Advertising Core units		AMB241 is now AMB335 E-Marketing Strategies
AMB221	is now AMB318 Advertising Copywriting	AMB341 is now AMB359 Strategic Marketing
AMB222	is now AMB319 Media Planning	
AMB321	is now AMB339 Advertising Campaigns	Public Relations Core units
Banking and Finance Core units		AMB260 is replaced by AMB263 Introduction to Public Relations
EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	AMB360 is replaced by AMB373 Corporate Communication
EFB102	now retitled EFB223 Economics 2	AMB361 is replaced by AMB379 Public Relations Campaigns
Economics Core units		Business Law and Tax Extended Major (BLX)
EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	AYB223 replaced by AYB230 Corporations Law
EFB102	now retitled EFB223 Economics 2	AYB325 is now AYB219 Taxation Law
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AYB305 is replaced by AYB205 Law of Business Entities
EFB211	is replaced by EFB331 Intermediate Microeconomics	AYB312 is now AYB232 Financial Institutions
EFB314	is replaced by EFB336 International Economics	Professional Accounting Extended Major (PAX)
EFB329	is now EFB338 Contemporary Application of Economic	AYB223 is replaced by AYB230 Corporations Law
Electronic Business Core units		AYB325 is now AYB219 Taxation Law
BSB212	is replaced by AYB114 Business Technologies	Advertising Extended Major (ADX)
BSB213	is replaced by AYB115 Governance Issues and Fraud	AMB230 now retitled AMB230 Digital Promotions
BSB314	is replaced by Forensic and Business	AMB330 now retitled AMB330 Advertising Planning

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Portfolio			
Banking Extended Major (BFX)		IBB210	is replaced by AMB210 Import and Exporting
AYB312	is now AYB232 Financial Institutions Law	IBB303	is now AMB303 International Logistics
EFB200	is replaced by EFB333 Introductory Econometrics	Marketing Extended Major (MKX)	
EFB318	is replaced by EFB335 Investments	AMB251	now retitled AMB251 Innovation and Brand Management
Financial Economics Extended Major (FEX) (for Banking & Finance Students)		AMB260	is replaced by AMB263 Introduction to Public Relations
EFB200	is replaced by EFB333 Introductory Econometrics	AMB351	is now AMB209 Tourism Marketing
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AMB352	is replaced by AMB252 Business Decision Making
EFB211	is replaced by EFB331 Intermediate Microeconomics	AMB354	is now AMB208 Events Marketing
EFB325	is replaced by EFB336 International Economics	IBB213	is now AMB336 International Marketing
EFB318	is replaced by EFB335 Investments	IBB303	is now AMB303 International Logistics
EFB324	is replaced by EFB337 Game Theory and Applications	Public Relations Extended Major (PRX)	
Financial Economics Extended Major (FEX) (for Economics Students)		AMB370	is replaced by AMB374 Global Public Relations Cases
EFB200	is replaced by EFB333 Introductory Econometrics	AMB371	is replaced by AMB375 Public Relations Management
EFB324	is replaced by EFB201 Financial Markets	Business Law and Tax Specialisation (BLS)	
EFB325	is replaced by EFB337 Game Theory and Applications	AYB223	is replaced by AYB230 Corporations Law
Funds Management Extended Major (FDX)		AYB325	is now AYB219 Taxation Law
EFB318	is replaced by EFB335 Investments	AYB305	is now AYB205 Company Law & Practice
AYB312	is now AYB232 Financial Institutions Law	AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics	BSB213	is now AYB115 Governance Issues in E-Business
Human Resource Management Extended Major (HRX)		Electronic Business Specialisation (EUS)	
MGB315	is now MGB370 Personal and Professional Development	BSB212	is replaced by AYB114 Business Technologies
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	BSB213	is replaced by AYB115 Governance Issues and Fraud
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	BSB314	is replaced by AYB341 Forensic and Business Intelligence
International Business Extended Major (IBX)		ITB233	is now INB312 Enterprise Systems Applications
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	ITB823	is now INB830 Web Sites for E-Commerce
IBB303	is now AMB303 International Logistics	ITB239	is now INB342 Enterprise Data Mining
AMB230	now retitled AMB230 Digital Promotions	Financial Economics Specialisation (FES)	
IBB312	is replaced by AMB300 Independent Project 1	EFB102	is replaced by EFB223 Economics 2
Management Extended Major (MNX)		EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB211	is replaced by EFB331 Intermediate Microeconomics
MGB218	is now MGB324 Managing Business Growth	EFB329	is now 338 Contemporary Applications of Economics
MGB315	is now MGB370 Personal & Professional Development	EFB314	is replaced by EFB336 International Economics
		EFB324	is replaced by EFB201 Financial Markets
		EFB325	is replaced by EFB337 Game Theory and Applications
		Integrated Marketing Communication Specialisation (IMS)	

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB230 now retitled AMB230 Digital Promotions

AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics

BSB314 is replaced by AYB341 Forensic and Business Intelligence

IBB210 is replaced by AMB210 Importing and Exporting

EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

**Bachelor of Arts/Bachelor of Business
(Advertising, Electronic Business,
Human Resource Management,
International Business, Management or
Public Relations) (IF30)**

Year offered: 2010

Admissions: No

CRICOS code: 037539D

Course duration (full-time): 4.5 years

Domestic fees (indicative): 2010: CSP \$5,310 per semester

Domestic Entry: February

International Entry: February and July

QTAC code: This course is no longer offered.

Past rank cut-off: 72

Past OP cut-off: 13

OP Guarantee: Yes

Assumed knowledge: English (4,SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432 (192 cp in Arts and 240 cp in Business)

Standard credit points per full-time semester: 48

Course coordinator: Contact Ms Eve Teague (Arts); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Example of full-time Course structure

Year 1, Semester 1

Major unit

SWB106 Applied Skills and Scholarship

Business Unit

Business Unit

Year 1, Semester 2

Major unit

Discipline Major Unit or Elective unit

Business Unit

Business Unit

Year 2, Semester 1

Major

Discipline Major Unit or Elective unit

Business Unit

Business Unit

Year 2, Semester 2

Major unit

Minor unit

Business Unit

Business Unit

Year 3, Semester 1

Major unit

Discipline Major Unit or Minor Unit or Elective

Business Unit

Business Unit

Year 3, Semester 2

Minor Unit

Discipline Major Unit or Minor Unit or Elective

Business Unit

Business Unit

Year 4, Semester 1

Major unit

Discipline Major Unit or Minor Unit or Elective

Business Unit

Business Unit

Year 4, Semester 2

Major unit

Discipline Major Unit or elective

Business Unit

Business Unit

Year 5, Semester 1

Business Unit

Business Unit

Business Unit

Business Unit

Course structure - Advertising

Year 1, Semester 1

BSB123 Data Analysis

BSB126 Marketing

Year 1, Semester 2

AMB200 Consumer Behaviour

AMB220 Advertising Theory and Practice

Year 2, Semester 1

AMB318 Advertising Copywriting

BSB119 Global Business

Year 2, Semester 2

AMB319 Media Planning

Business Double Major / Extended Major /
Specialisation Unit

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Year 3, Semester 1

BSB115 Management
Business Double Major / Extended Major /
Specialisation Unit

Year 3, Semester 2

BSB124 Working in Business
Business Double Major / Extended Major /
Specialisation Unit

Year 4, Semester 1

AMB320 Advertising Management
Business Double Major / Extended Major /
Specialisation Unit

Year 4, Semester 2

AMB339 Advertising Campaigns
Business Double Major / Extended Major /
Specialisation Unit

Year 5, Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics
BSB113 Economics
Business Double Major / Extended Major /
Specialisation Unit

Students should refer to the BS56 Course
Notes entry for information on double
major/extended major/specialisation units

Note: Please refer to "Course Updates - List of
re-coded and replacement Business units" to
check for course structure changes.

Course Structure - Electronic Business

Note: The Electronic Business Major must be undertaken
with another Business Major

Year 1, Semester 1

BSB111 Business Law and Ethics
BSB119 Global Business

Year 1, Semester 2

BSB123 Data Analysis
BSB126 Marketing

Year 2, Semester 1

BSB110 Accounting
BSB212 Electronic Business Applications

Year 2, Semester 2

BSB115 Management
ITB823 Web Sites For Electronic Commerce

Year 3, Semester 1

BSB113 Economics
BSB124 Working in Business

Year 3, Semester 2

BSB213 Governance Issues in E-Business
Double Major Unit

Year 4, Semester 1

ITB233 Enterprise Systems Applications
Business Double Major Unit

Year 4, Semester 2

ITB239 Enterprise Data Mining
Business Double Major Unit

Year 5, Semester 1

BSB314 E-Business Intelligence
Business Double Major Unit
Business Double Major Unit
Business Double Major Unit

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

Course structure - Human Resource Management

Year 1, Semester 1

BSB115 Management
BSB123 Data Analysis

Year 1, Semester 2

BSB126 Marketing
MGB220 Business Research Methods

Year 2, Semester 1

BSB124 Working in Business
BSB119 Global Business

Year 2, Semester 2

MGB207 Human Resource Issues and Strategy
MGB211 Organisational Behaviour

Year 3, Semester 1

BSB110 Accounting
MGB222 Managing Organisations

Year 3, Semester 2

MGB314 Organisational Consulting and Change
Business Double Major / Extended Major /
Specialisation Unit

Year 4, Semester 1

BSB113 Economics
Business Double Major / Extended Major /

Specialisation Unit

Language 3

Year 4, Semester 2

Business Double Major / Extended Major / Specialisation Unit

Business Double Major / Extended Major / Specialisation Unit

Year 5, Semester 1

BSB111 Business Law and Ethics

MGB309 Strategic Management

Business Double Major / Extended Major / Specialisation Unit

Business Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - International Business (with a language specialisation)

Students undertake one language area only and may study French, German, Indonesian or Japanese, or seek approval to undertake a different language at another tertiary institution. Mandarin is offered only as intensive 24 credit point unit in Summer school mode, followed by in-country experience.

Students undertaking a language specialisation must complete a minimum of four language units, plus IBB205 Cross-Cultural Communication and Negotiation and an International Business Unit or two additional language units. The School of Humanities and Human Services offers language units at QUT.

Year 1, Semester 1

BSB119 Global Business

Language 1

Year 1, Semester 2

BSB115 Management

Language 2

Year 2, Semester 1

BSB113 Economics

Year 2, Semester 2

AMB336 International Marketing

Language 4

Year 3, Semester 1

BSB123 Data Analysis

Language 5

OR

MGB225 Intercultural Communication and Negotiation Skills

Year 3, Semester 2

EFB240 Finance for International Business

Language 6

OR

International Business Elective Unit (IBB2xx, IBB3xx)

Year 4, Semester 1

BSB124 Working in Business

International Business Area Study 1

Year 4, Semester 2

BSB126 Marketing

International Business Area Study 2

Year 5, Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

AMB210 Importing and Exporting

AMB369 International Business Strategy

International Business Area Study Units:

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

IBB208 European Business Development

MGB340 International Business in the Asia-pacific

OR

IBB217 Asian Business Development

MGB340 International Business in the Asia-pacific

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - International Business (without a language specialisation)

Year 1, Semester 1

BSB113 Economics

BSB119 Global Business

Year 1, Semester 2

BSB115 Management
BSB126 Marketing

Year 2, Semester 1

BSB123 Data Analysis
AMB336 International Marketing

Year 2, Semester 2

BSB110 Accounting
EFB240 Finance for International Business

Year 3, Semester 1

AMB210 Importing and Exporting
International Business Area Study 1

Year 3, Semester 2

BSB124 Working in Business
International Business Area Study 2

Year 4, Semester 1

Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit

Year 4, Semester 2

AMB369 International Business Strategy
Business Double Major / Extended Major /
Specialisation Unit

Year 5, Semester 1

BSB111 Business Law and Ethics
Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit

International Business Area Study Units:

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

IBB208 European Business Development
MGB340 International Business in the Asia-Pacific
OR
IBB217 Asian Business Development
MGB340 International Business in the Asia-Pacific

Students should refer to the BS56 Course
Notes entry for information on double
major/extended major/specialisation units

Note: Please refer to "Course Updates - List of
re-coded and replacement Business units" to
check for course structure changes.

Course structure - Management

Year 1, Semester 1

BSB115 Management
BSB122 Quantitative Analysis and Finance

Year 1, Semester 2

BSB126 Marketing
MGB220 Business Research Methods

Year 2, Semester 1

BSB114 Government, Business and Society
BSB119 Global Business

Year 2, Semester 2

MGB211 Organisational Behaviour
MGB222 Managing Organisations

Year 3, Semester 1

BSB110 Accounting
MGB210 Managing Operations

Year 3, Semester 2

Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit

Year 4, Semester 1

BSB113 Economics
MGB334 Managing in a Changing Environment

Year 4, Semester 2

MGB309 Strategic Management
Business Double Major / Extended Major /
Specialisation Unit

Year 5, Semester 1

BSB111 Business Law and Ethics
Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit

Important Note:

Students should refer to the BS56 Course
Notes entry for information on double
major/extended major/specialisation units

Note: Please refer to "Course Updates - List of
re-coded and replacement Business units" to
check for course structure changes.

The units AMB201 Market and Audience
Research and MGB220 Management
Research Methods are incompatible units.
Students undertaking Marketing or Public

Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

re-coded and replacement Business units" to check for course structure changes.

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Course structure - Public Relations

Year 1, Semester 1

- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing

Year 1, Semester 2

- AMB263 Introduction To Public Relations
- BSB119 Global Business

Year 2, Semester 1

- AMB201 Marketing and Audience Research
- AMB261 Media Relations and Publicity

Year 2, Semester 2

- AMB262 Public Relations Writing
Business Double Major / Extended Major / Specialisation Unit

Year 3, Semester 1

- BSB115 Management
Business Double Major / Extended Major / Specialisation Unit

Year 3, Semester 2

- BSB110 Accounting
Business Double Major / Extended Major / Specialisation Unit

Year 4, Semester 1

- AMB373 Corporate Communication
Business Double Major / Extended Major / Specialisation Unit

Year 4, Semester 2

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

Year 5, Semester 1

- BSB111 Business Law and Ethics
- BSB113 Economics
- BSB124 Working in Business
Business Double Major / Extended Major / Specialisation Unit

Important Note:

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units
Note: Please refer to "Course Updates - List of

Major in the Bachelor of Arts - International and Global Studies

International and Global Studies

Seven (7) units are required for an International and Global Studies (IGS) Major. These can include units completed in the IGS Major up to 2009 as well as any completed from the following list.

- BSB119 Global Business
- CLB049 The Global Teacher
- CLB104 Colonialism and Independence in Asia-Pacific
- CLB105 Australia and the South Pacific
- CLB106 Modern China
- CLB108 Nations and Nationalism in Modern Europe
- CLB109 World Regions
- CLB112 South East Asia in Focus
- MDB454 Science, Technology and Society
- SCB110 Science Concepts and Global Systems

Students may select one language unit as an elective in the International & Global Studies Major. Students may also undertake a Combined Major in Languages/International and Global Studies, comprising: 3 IGS elective units plus 4 units in one chosen language. (Indonesian, Japanese, French, Mandarin, German).

Major in the Bachelor of Arts - Society and Change

Society and Change

Seven (7) units are required for an Society and Change (SCH) Major. These can include units completed in the SCH Major up to 2009 as well as any completed from the following list.

- CLB107 The Classical World
- CLB110 Environment and Society
- CLB111 Environmental Hazards
- JSB171 Justice and Society
- KMB003 Sex Drugs Rock 'n' roll
- MDB454 Science, Technology and Society
- PUB209 Health, Culture and Society
- PYB067 Human Sexuality
- SCB110 Science Concepts and Global Systems
- SWB102 The Human Condition

SWB104	Interpersonal Communication
SWB212	Community Work
SWB214	Team Practice and Group Processes
SWB222	Advanced Communication for Human Services and Social Work
SWB223	People, Society and Social Work
SWB302	Social Policy Processes

SWB304	Child and Family Services: Advanced
SWB305	Community and Youth Corrections
SWB306	Disability Services: Advanced
SWB307	Services to Young People: Advanced
SWB308	Child Protection Intervention Skills

Major in the Bachelor of Arts - Ethics and Human Rights

Ethics and Human Rights

Seven (7) units are required for an Ethics and Human Rights Major. These can include units completed in the Ethics and Human Rights Major up to 2009 as well as any completed from the following list.

JSB171	Justice and Society
JSB175	Social Ethics and the Justice System
LWS101	Ethics Law and Health Care
NSB113	Diversity and Health: Introduction to Indigenous and Multicultural Perspectives
PUB486	Ethics and the Law in Health Service Delivery
SWB105	Introduction to Human Rights and Ethics
SWB219	Ethical and Legal Dimensions of Human Services and Social Work

Major in the Bachelor of Arts - Community Studies

Community Studies

Seven (7) units are required for a Community Studies Major. These can include units completed in the Community Studies Major up to 2009 as well as any completed from the following list.

EDB040	Indigenous Knowledge: Research Ethics and Protocols
EDB041	Indigenous Australia: Country, Kin and Culture
SWB100	Introduction to Human Services and Social Work
SWB102	The Human Condition
SWB103	Contemporary Social and Community Issues
SWB104	Interpersonal Communication
SWB204	Child and Family Services: Introduction
SWB206	Disability Services: Introduction
SWB207	Services to Young People: Introduction
SWB212	Community Work
SWB214	Team Practice and Group Processes
SWB216	The Human Dimensions of Space
SWB219	Ethical and Legal Dimensions of Human Services and Social Work
SWB220	Practice Theories
SWB221	Social Work Processes and Methods
SWB222	Advanced Communication for Human Services and Social Work
SWB302	Social Policy Processes

Major in the Bachelor of Arts - Australian Studies

Australian Studies

Seven (7) units are required for an Australian Studies Major. These can include units completed in the Australian Studies Major up to 2009 as well as any completed from the following list.

CLB101	Australian Society and Culture
CLB102	Australian Historical Studies
CLB105	Australia and the South Pacific
CLB113	Australian Geographical Studies
EDB038	Indigenous Australian Culture Studies
EDB039	Indigenous Politics and Political Culture
EDB041	Indigenous Australia: Country, Kin and Culture

Discipline Major - Geography and Environmental Studies

Geography and Environmental Studies

Six (6) units are required for a Geography and Environmental Studies Discipline Major. These can include units completed in the Geography and Environmental Studies Discipline Major up to 2009 as well as any completed from the following list.

CLB109	World Regions
CLB110	Environment and Society
CLB111	Environmental Hazards
CLB112	South East Asia in Focus
CLB113	Australian Geographical Studies
CLB114	Geography in the Field
SCB110	Science Concepts and Global Systems
UDB164	Population and Urban Studies
UDB281	Geographic Information Systems
UDB282	Remote Sensing

Discipline Major - History

History

Six (6) units are required for a History Discipline Major. These can include units completed in the History Discipline Major up to 2009 as well as any completed from the following list.

CLB101	Australian Society and Culture
CLB102	Australian Historical Studies
CLB103	Interpreting the Past
CLB104	Colonialism and Independence in Asia-Pacific

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CLB105	Australia and the South Pacific
CLB106	Modern China
CLB107	The Classical World
CLB108	Nations and Nationalism in Modern Europe

Discipline Major - Languages

LANGUAGES

All Language units, apart from Mandarin and the Overseas Units, are now taught at the University of Queensland. QUT students study at UQ though cross institutional enrolment. Any queries on the Language units should be directed to the Faculty of Business

Mandarin

Six sequenced units are required for a Mandarin Discipline Major. These can include units completed in the Mandarin Discipline Major up to 2009 as well as those from the following list:

AMB030	Mandarin for Chinese
AMB031	Mandarin 1
AMB032	Mandarin 2
AMB033	Mandarin 3
AMB034	Mandarin 4
AMB035	Mandarin 5
AMB036	Mandarin 6
AMB037	Mandarin 7
AMB038	Mandarin 8

Overseas Units - All Languages

AMB041	International Intensive Program
AMB042	International Summer School or Equivalent
AMB043	In-Country Study - A
AMB044	In-Country Study - B

French

The following units are taught at UQ. Six sequenced units are required for a French Discipline Major. These can include units completed in the French Discipline Major up to 2009 as well as those from the following list:

FREN101 0	French 1/Introductory French A
FREN102 0	French 2/Introductory French B
FREN201 0	French 3/Intermediate French A
	OR
FREN311 2	French Language A
FREN202 0	French 4/Intermediate French B
	OR
FREN311 3	French Language B

FREN311 4	French 5/French Language C
FREN311 5	French 6/French Language D
FREN311 6	French 7/Advanced French Language **

OR

FREN333 0	French for Business
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OR

FREN336 0	Le cinema en Francais
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FREN312 0	French 8/Advanced Oral French
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OR

FREN321 0	Litterature et modernite
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OR

FREN331 0	Introduction to French > English Translation
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OR

FREN335 0	Litterature Contemporaine
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German

The following units are taught at UQ. Six sequenced units are required for a German Discipline Major. These can include units completed in the German Discipline Major up to 2009 as well as those from the following list:

GRMN101 0	German 1/Introductory German Language 1
GRMN102 0	German 2/Introductory German Language 2
GRMN201 0	German 3/Continuing German Language 1
GRMN202 0	German 4/Continuing German Language 2
GRMN301 0	German 5/Advanced German Language 1
GRMN302 0	German 6/Advanced German Language 2
GRMN311 0	German 7/Advanced German Language 3
GRMN312 0	German 8/Advanced German Language 4

Japanese

The following units are taught at UQ. Six sequenced units are required for a Japanese Discipline Major. These can include units completed in the Japanese Discipline Major up to 2009 as well as those from the following list:

JAPN1011	Japanese 1/Introductory Japanese 1
JAPN2011	Japanese 2/Introductory Japanese 2
JAPN2101	Japanese 3/Intermediate Japanese 1
JAPN3001	Japanese 4/Intermediate Japanese 2
JAPN3101	Japanese 5/Continuing Japanese 3

- JAPN3102 Japanese 6/Continuing Japanese 4
 JAPN3200 Japanese 7/Multimedia Japanese
 OR
 JAPN3240 Modern Literary Texts
 OR
 JAPN3210 Polite Japanese Written & Spoken Styles
 JAPN3500 Japanese 8/Language and Society in Japan

Indonesian

The following units are taught at UQ. Six sequenced units are required for a Indonesian Discipline Major. These can include units completed in the Indonesian Discipline Major up to 2009 as well as those from the following list:

- IND1000 Indonesian 1/Introductory Indonesian A
 INDN1001 Indonesian 2/Introductory Indonesian B
 INDN2000 Indonesian 3/Intermediate Indonesian A
 INDN2001 Indonesian 4/Intermediate Indonesian B
 INDN3000 Indonesian 5/Advanced Indonesian A
 INDN3001 Indonesian 6/Advanced Indonesian B
 INDN3003 Indonesian 7/Indonesian Through the Media
 INDN3005 Indonesian 8/Indonesian Translation B

Discipline Major - Social Science

SOCIAL SCIENCE

The Social Science Discipline Major comprises Sociology and Political Studies units. Six (6) units are required for a Social Science Discipline Major. These can include units completed in the Social Science Discipline Major up to 2009 as well as any completed from the following list.

Sociology

- CLB403 Gender And Sexuality Issues For Teachers
 JSB272 Theories of Crime
 JSB372 Youth Justice
 JSB378 Drugs and Crime
 JSB971 Gender Crime and the Criminal Justice System
 KMB003 Sex Drugs Rock 'n' roll
 MDB454 Science, Technology and Society
 PYB067 Human Sexuality
 PUB209 Health, Culture and Society
 SWB216 The Human Dimensions of Space

Political Studies

- EDB039 Indigenous Politics and Political Culture
 JSB271 Policy Governance and Justice
 KCB302 Political Communication
 SWB218 Social Change, Politics, Policy and Activism
 SWB302 Social Policy Processes

Course Updates - List of re-coded and replacement

Business units

Faculty Core units

- BSB114 is replaced by BSB124 Working in Business
 BSB115 now retitled BSB115 Management
 BSB119 now retitled BSB119 Global Business
 BSB122 is replaced by BSB123 Data Analysis

Accountancy Core units

- AYB121 is now AYB200 Financial Accounting AYB121
 AYB220 is now AYB340 Company Accounting AYB220
 AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units

- AMB221 is now AMB318 Advertising Copywriting
 AMB222 is now AMB319 Media Planning
 AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units

- EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
 EFB102 now retitled EFB223 Economics 2

Economics Core units

- EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
 EFB102 now retitled EFB223 Economics 2
 EFB202 is replaced by EFB330 Intermediate Macroeconomics
 EFB211 is replaced by EFB331 Intermediate Microeconomics
 EFB314 is replaced by EFB336 International Economics
 EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units

- BSB212 is replaced by AYB114 Business Technologies
 BSB213 is replaced by AYB115 Governance Issues and Fraud
 BSB314 is replaced by Forensic and Business Intelligence
 ITB233 is now INB312 Enterprise Systems Application
 ITB823 is now INB830 Web Sites for E-Commerce
 ITB239 is now INB342 Enterprise Data Mining

Human Resource Management Core units

- MGB220 now retitled MGB220 Business Research Methods
 MGB221 is now MGB339 Performance and Reward

International Business Core units

- IBB202 is replaced by EFB240 Finance for International Business
 IBB208 IBB208 is no longer offered. Please contact the

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IBB210	School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting	EFB211	is replaced by EFB331 Intermediate Microeconomics
IBB213	is now AMB336 International Marketing	EFB325	is replaced by EFB336 International Economics
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB318	is replaced by EFB335 Investments
IBB300	is now AMB369 International Business Strategy	EFB324	is replaced by EFB337 Game Theory and Applications
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	Financial Economics Extended Major (FEX) (for Economics Students)	
Management Core units		EFB200	is replaced by EFB333 Introductory Econometrics
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	EFB324	is replaced by EFB201 Financial Markets
Marketing Core units		EFB325	is replaced by EFB337 Game Theory and Applications
AMB241	is now AMB335 E-Marketing Strategies	Funds Management Extended Major (FDX)	
AMB341	is now AMB359 Strategic Marketing	EFB318	is replaced by EFB335 Investments
Public Relations Core units		AYB312	is now AYB232 Financial Institutions Law
AMB260	is replaced by AMB263 Introduction to Public Relations	EFB200	is replaced by EFB333 Introductory Econometrics
AMB360	is replaced by AMB373 Corporate Communication	Human Resource Management Extended Major (HRX)	
AMB361	is replaced by AMB379 Public Relations Campaigns	MGB315	is now MGB370 Personal and Professional Development
Business Law and Tax Extended Major (BLX)		IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
AYB223	replaced by AYB230 Corporations Law	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
AYB325	is now AYB219 Taxation Law	International Business Extended Major (IBX)	
AYB305	is replaced by AYB205 Law of Business Entities	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
AYB312	is now AYB232 Financial Institutions	IBB303	is now AMB303 International Logistics
Professional Accounting Extended Major (PAX)		AMB230	now retitled AMB230 Digital Promotions
AYB223	is replaced by AYB230 Corporations Law	IBB312	is replaced by AMB300 Independent Project 1
AYB325	is now AYB219 Taxation Law	Management Extended Major (MNX)	
Advertising Extended Major (ADX)		IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
AMB230	now retitled AMB230 Digital Promotions	MGB218	is now MGB324 Managing Business Growth
AMB330	now retitled AMB330 Advertising Planning Portfolio	MGB315	is now MGB370 Personal & Professional Development
Banking Extended Major (BFX)		IBB210	is replaced by AMB210 Importing and Exporting
AYB312	is now AYB232 Financial Institutions Law	IBB303	is now AMB303 International Logistics
EFB200	is replaced by EFB333 Introductory Econometrics	Marketing Extended Major (MKX)	
EFB318	is replaced by EFB335 Investments	AMB251	now retitled AMB251 Innovation and Brand Management
Financial Economics Extended Major (FEX) (for Banking & Finance Students)		AMB260	is replaced by AMB263 Introduction to Public Relations
EFB200	is replaced by EFB333 Introductory Econometrics	AMB351	is now AMB209 Tourism Marketing
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AMB352	is replaced by AMB252 Business Decision Making
		AMB354	is now AMB208 Events Marketing

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IBB213 is now AMB336 International Marketing

IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370 is replaced by AMB374 Global Public Relations Cases

AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223 is replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

AYB305 is now AYB205 Company Law & Practice

AYB312 is now AYB232 Financial Institutions Law

BSB213 is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212 is replaced by AYB114 Business Technologies

BSB213 is replaced by AYB115 Governance Issues and Fraud

BSB314 is replaced by AYB341 Forensic and Business Intelligence

ITB233 is now INB312 Enterprise Systems Applications

ITB823 is now INB830 Web Sites for E-Commerce

ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB329 is now 338 Contemporary Applications of Economics

EFB314 is replaced by EB336 International Economics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB230 now retitled AMB230 Digital Promotions

AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics

BSB314 is replaced by AYB341 Forensic and Business Intelligence

IBB210 is replaced by AMB210 Importing and Exporting

EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

**Bachelor of Business
(Accountancy)/Bachelor of Laws (IF37)**

Year offered: 2010

Admissions: No

Domestic fees (indicative): 2010: CSP \$4,430 (indicative)
per semester

QTAC code: 419222

Total credit points: 540

Standard credit points per full-time semester: 60 (years
sem 1-5); 48 (sem 7 & 8); 56 (sem 6,9,10)

Course coordinator: Dr Erica French (Business); Dr.
William Dixon Undergraduate Director, (Law)

Discipline coordinator: Ms Ros Kent (Accounting)

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This course has been discontinued. Currently
enrolled students should check their enrolment
with the relevant Faculty for course
progression and enrolment advice.

Potential Careers:

Public Servant.

Bachelor of Business/Bachelor of Laws (IF41)

Year offered: 2010

Admissions: No

CRICOS code: 006386F

Course duration (full-time): 5 Years

Domestic fees (indicative): 2010: CSP rate 2010 available July 2009

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February and July* (*Subject to availability)

QTAC code: 419222

Past rank cut-off: 90

Past OP cut-off: 6

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 528

Standard credit points per full-time semester: 60

Course coordinator: Dr Erica French (Business); Director, Undergraduate Programs (Law)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Course structure

This course has been discontinued. Currently enrolled students should check the Course Summary Sheet (via QUT Virtual) for enrolment and unit information.

Accountancy

Year 1 Semester 1

BSB110	Accounting
BSB115	Management
LWB141	Legal Institutions and Method
LWB142	Law, Society and Justice

Year 1 Semester 2

BSB122	Quantitative Analysis and Finance
BSB114	Government, Business and Society
LWB143	Legal Research and Writing
LWB144	Laws and Global Perspectives

Year 2 Semester 1

BSB113	Economics
AYB121	Financial Accounting
LWB136	Contracts A

LWB138 Fundamentals of Torts

Year 2 Semester 2

BSB119	Global Business
BSB126	Marketing
LWB137	Contracts B
LWB139	Select Issues in Torts

Year 3 Semester 1

AYB220	Company Accounting
AYB221	Computerised Accounting Systems
LWB231	Introduction to Public Law
LWB236	Real Property A
LWB240	Principles of Equity

Year 3 Semester 2

AYB225	Management Accounting
AYB301	Audit and Assurance
LWB235	Australian Federal Constitutional Law
LWB237	Real Property B
LWB241	Trusts

Year 4 Semester 1

EFB101	Data Analysis for Business
AYB311	Financial Accounting Issues
	or
AYB321	Strategic Management Accounting
LWB238	Fundamentals of Criminal Law
LWB332	Commercial and Personal Property Law
LWB333	Theories of Law

Year 4 Semester 2

EFB210	Finance 1
AYB339	Accountancy Capstone
	From Semester 1, 2007, AYB339 Accountancy Capstone will replace EFB102 Economics 2 in this structure. If you are a continuing student in 2007 you may choose to complete EITHER AYB339 Accountancy Capstone OR EFB102 Economics 2 if. EFB102 and AYB339 are not required for professional recognition by either the ICAA or CPA Australia. Prerequisites for AYB339 Accountancy Capstone are: AYB220 Company Accounting and either AYB311 Financial Accounting Issues or AYB321 Strategic Management Accounting. If you wish to enrol in AYB339 Accountancy Capstone you should contact the School of Accountancy to discuss your study program to ensure you will meet the unit pre-requisites.
LWB239	Criminal Responsibility
LWB331	Administrative Law
LWB334	Corporate Law

Year 5 Semester 1

LWB364	Introduction to Taxation Law
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LWB366	Law of Commercial Entities
LWB431	Civil Procedure
LWB434	Advanced Research and Legal Reasoning

Year 5 Semester 2

LWB432	Evidence
LWB433	Professional Responsibility
	Law Elective
	Law Elective

Important Information

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Advertising

Year 1 Semester 1

LWB141	Legal Institutions and Method
LWB142	Law, Society and Justice
BSB126	Marketing
BSB119	Global Business

Year 1 Semester 2

LWB143	Legal Research and Writing
LWB144	Laws and Global Perspectives
BSB110	Accounting
BSB115	Management

Year 2 Semester 1

BSB114	Government, Business and Society
AMB200	Consumer Behaviour
LWB136	Contracts A
LWB138	Fundamentals of Torts

Year 2 Semester 2

LWB137	Contracts B
LWB139	Select Issues in Torts
BSB122	Quantitative Analysis and Finance
BSB113	Economics

Year 3 Semester 1

AMB220	Advertising Theory and Practice
AMB230	Digital Promotions
LWB231	Introduction to Public Law
LWB240	Principles of Equity
LWB236	Real Property A

Year 3 Semester 2

LWB235	Australian Federal Constitutional Law
LWB237	Real Property B
LWB241	Trusts

AMB221	Advertising Copywriting
AMB222	Media Planning

Year 4 Semester 1

LWB238	Fundamentals of Criminal Law
LWB332	Commercial and Personal Property Law
LWB333	Theories of Law
AMB320	Advertising Management
AMB330	Advertising Planning Portfolio

Year 4 Semester 2

LWB239	Criminal Responsibility
LWB331	Administrative Law
LWB334	Corporate Law
AMB321	Advertising Campaigns
AMB202	Integrated Marketing Communication

Year 5 Semester 1

LWB431	Civil Procedure
LWB434	Advanced Research and Legal Reasoning
	Law Elective
	Law Elective

Year 5 Semester 2

LWB432	Evidence
LWB433	Professional Responsibility
	Elective
	Elective

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking & Finance

Year 1 Semester 1

BSB113	Economics
BSB115	Management
LWB141	Legal Institutions and Method
LWB142	Law, Society and Justice

Year 1 Semester 2

BSB114	Government, Business and Society
BSB126	Marketing
LWB143	Legal Research and Writing
LWB144	Laws and Global Perspectives

Year 2 Semester 1

BSB110	Accounting
BSB122	Quantitative Analysis and Finance
LWB136	Contracts A

LWB138 Fundamentals of Torts

Year 2 Semester 2

EFB102 Economics 2
 BSB119 Global Business
 LWB137 Contracts B
 LWB139 Select Issues in Torts

Year 3 Semester 1

EFB210 Finance 1
 EFB201 Financial Markets
 LWB231 Introduction to Public Law
 LWB236 Real Property A
 LWB240 Principles of Equity

Year 3 Semester 2

EFB307 Finance 2
 EFB101 Data Analysis for Business
 LWB235 Australian Federal Constitutional Law
 LWB237 Real Property B
 LWB241 Trusts

Year 4 Semester 1

EFB200 Applied Regression Analysis
 EFB318 Portfolio and Security Analysis
 LWB238 Fundamentals of Criminal Law
 LWB332 Commercial and Personal Property Law
 LWB333 Theories of Law

Year 4 Semester 2

EFB312 International Finance
 Any finance unit
 LWB239 Criminal Responsibility
 LWB331 Administrative Law
 LWB334 Corporate Law

Year 5 Semester 1

LWB431 Civil Procedure
 LWB434 Advanced Research and Legal Reasoning
 Law Elective
 Law Elective

Year 5 Semester 2

LWB432 Evidence
 LWB433 Professional Responsibility
 Law Elective
 Law Elective

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics

Year 1 Semester 1

BSB113 Economics
 BSB115 Management
 LWB141 Legal Institutions and Method
 LWB142 Law, Society and Justice

Year 1 Semester 2

BSB114 Government, Business and Society
 BSB126 Marketing
 LWB143 Legal Research and Writing
 LWB144 Laws and Global Perspectives

Year 2 Semester 1

BSB110 Accounting
 EFB102 Economics 2
 LWB136 Contracts A
 LWB138 Fundamentals of Torts

Year 2 Semester 2

BSB119 Global Business
 EFB210 Finance 1
 LWB137 Contracts B
 LWB139 Select Issues in Torts

Year 3 Semester 1

EFB211 Firms, Markets and Resources
 EFB202 Business Cycles and Economic Growth
 LWB231 Introduction to Public Law
 LWB236 Real Property A
 LWB240 Principles of Equity

Year 3 Semester 2

EFB101 Data Analysis for Business
 EFB328 Public Economics and Finance
 LWB235 Australian Federal Constitutional Law
 LWB237 Real Property B
 LWB241 Trusts

Year 4 Semester 1

BSB122 Quantitative Analysis and Finance
 EFB200 Applied Regression Analysis
 LWB238 Fundamentals of Criminal Law
 LWB332 Commercial and Personal Property Law
 LWB333 Theories of Law

Year 4 Semester 2

EFB329 Contemporary Applications of Economics Theory
 EFB314 International Trade and Economic Competitiveness
 LWB239 Criminal Responsibility

LWB331 Administrative Law
LWB334 Corporate Law

Year 5 Semester 1

LWB431 Civil Procedure
LWB434 Advanced Research and Legal Reasoning
Law Elective
Law Elective

Year 5 Semester 2

LWB432 Evidence
LWB433 Professional Responsibility
Law Elective
Law Elective

Information Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Human Resource Management

Year 1 Semester 1

BSB113 Economics
BSB115 Management
LWB141 Legal Institutions and Method
LWB142 Law, Society and Justice

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing
LWB143 Legal Research and Writing
LWB144 Laws and Global Perspectives

Year 2 Semester 1

BSB110 Accounting
BSB122 Quantitative Analysis and Finance
LWB136 Contracts A
LWB138 Fundamentals of Torts

Year 2 Semester 2

MGB207 Human Resource Issues and Strategy
BSB119 Global Business
LWB137 Contracts B
LWB139 Select Issues in Torts

Year 3 Semester 1

MGB220 Business Research Methods
HRM Option Unit
LWB231 Introduction to Public Law
LWB236 Real Property A
LWB240 Principles of Equity

Year 3 Semester 2

MGB200 Leading Organisations
HRM Option Unit
LWB235 Australian Federal Constitutional Law
LWB237 Real Property B
LWB241 Trusts

Year 4 Semester 1

MGB221 Performance and Reward
MGB331 Learning and Development in Organisations
LWB238 Fundamentals of Criminal Law
LWB332 Commercial and Personal Property Law
LWB333 Theories of Law

Year 4 Semester 2

MGB320 Recruitment and Selection
HRM Option Unit
LWB239 Criminal Responsibility
LWB331 Administrative Law
LWB334 Corporate Law

Year 5 Semester 1

LWB431 Civil Procedure
LWB434 Advanced Research and Legal Reasoning
Law Elective
Law Elective

Year 5 Semester 2

LWB432 Evidence
LWB433 Professional Responsibility
Law Elective
Law Elective

HRM Option Unit List

MGB201 Contemporary Employment Relations
MGB210 Managing Operations
MGB212 Sustainability in a Changing Environment
MGB309 Strategic Management
MGB314 Organisational Consulting and Change
MGB315 Personal and Professional Development
MGB335 Project Management
HRM students must choose three units from the above list

Information Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business

Year 1 Semester 1

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BSB119	Global Business
BSB126	Marketing
LWB141	Legal Institutions and Method
LWB142	Law, Society and Justice

IBB303	International Logistics
LWB239	Criminal Responsibility
LWB331	Administrative Law
LWB334	Corporate Law

Year 1 Semester 2

BSB110	Accounting
BSB115	Management
LWB143	Legal Research and Writing
LWB144	Laws and Global Perspectives

Year 5 Semester 2

LWB432	Evidence
LWB433	Professional Responsibility
	Law Elective
	Law Elective

Year 2 Semester 1

BSB114	Government, Business and Society
IBB210	Export Management
LWB136	Contracts A
LWB138	Fundamentals of Torts

Year 5 Semester 1

LWB431	Civil Procedure
LWB434	Advanced Research and Legal Reasoning
	Law Elective
	Law Elective

Year 2 Semester 2

BSB122	Quantitative Analysis and Finance
BSB113	Economics
LWB137	Contracts B
LWB139	Select Issues in Torts

Important Note:

NOTE: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

NOTE: IBB304 unit has been discontinued. If unit has not been completed, choose alternative unit from IB extended major list.

NOTE: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative unit.

Year 3 Semester 1

IBB205	Intercultural Communication and Negotiation Skills
IBB217	Asian Business Development
	or
IBB208	European Business Development
LWB231	Introduction to Public Law
LWB236	Real Property A
LWB240	Principles of Equity

Management

Year 1 Semester 1

BSB113	Economics
BSB115	Management
LWB141	Legal Institutions and Method
LWB142	Law, Society and Justice

Year 3 Semester 2

IBB202	Fundamentals of International Finance
IBB317	Contemporary Business in Asia
	or
IBB308	Contemporary Business in Europe
LWB235	Australian Federal Constitutional Law
LWB237	Real Property B
LWB241	Trusts

Year 1 Semester 2

BSB114	Government, Business and Society
BSB126	Marketing
LWB143	Legal Research and Writing
LWB144	Laws and Global Perspectives

Year 4 Semester 1

IBB300	International Business Strategy
IBB304	Global Industry Analysis
LWB238	Fundamentals of Criminal Law
LWB332	Commercial and Personal Property Law
LWB333	Theories of Law

Year 2 Semester 1

BSB110	Accounting
BSB122	Quantitative Analysis and Finance
LWB136	Contracts A
LWB138	Fundamentals of Torts

Year 2 Semester 2

MGB200	Leading Organisations
BSB119	Global Business
LWB137	Contracts B
LWB139	Select Issues in Torts

Year 4 Semester 2

IBB213	International Marketing
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Year 3 Semester 1

- MGB210 Managing Operations
- MGB223 Entrepreneurship and Innovation
- LWB231 Introduction to Public Law
- LWB236 Real Property A
- LWB240 Principles of Equity

Year 3 Semester 2

- MGB212 Sustainability in a Changing Environment
Management Option Unit
- LWB235 Australian Federal Constitutional Law
- LWB237 Real Property B
- LWB241 Trusts

Year 4 Semester 1

- MGB309 Strategic Management
Management Option Unit
- LWB238 Fundamentals of Criminal Law
- LWB332 Commercial and Personal Property Law
- LWB333 Theories of Law

Year 4 Semester 2

- MGB335 Project Management
Management Option Unit
- LWB239 Criminal Responsibility
- LWB331 Administrative Law
- LWB334 Corporate Law

Year 5 Semester 2

- LWB432 Evidence
- LWB433 Professional Responsibility
Law Elective
Law Elective

Year 5 Semester 1

- LWB431 Civil Procedure
- LWB434 Advanced Research and Legal Reasoning
Law Elective
Law Elective

Management Option Unit List

- MGB201 Contemporary Employment Relations
- MGB218 Managing Business Growth
- MGB314 Organisational Consulting and Change
- MGB315 Personal and Professional Development
- IBB205 Intercultural Communication and Negotiation Skills

Management Students must choose two from the above list (one must be a Level 3 unit)

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing

Year 1 Semester 1

- BSB119 Global Business
- BSB126 Marketing
- LWB141 Legal Institutions and Method
- LWB142 Law, Society and Justice

Year 1 Semester 2

- BSB110 Accounting
- BSB115 Management
- LWB143 Legal Research and Writing
- LWB144 Laws and Global Perspectives

Year 2 Semester 1

- BSB114 Government, Business and Society
- AMB200 Consumer Behaviour
- LWB136 Contracts A
- LWB138 Fundamentals of Torts

Year 2 Semester 2

- BSB122 Quantitative Analysis and Finance
- BSB113 Economics
- LWB137 Contracts B
- LWB139 Select Issues in Torts

Year 3 Semester 1

- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management
- LWB231 Introduction to Public Law
- LWB236 Real Property A
- LWB240 Principles of Equity

Year 3 Semester 2

- AMB201 Marketing and Audience Research
- AMB241 E-Marketing Strategies
- LWB235 Australian Federal Constitutional Law
- LWB237 Real Property B
- LWB241 Trusts

Year 4 Semester 1

- AMB340 Services Marketing
Any Marketing Unit
- LWB238 Fundamentals of Criminal Law
- LWB332 Commercial and Personal Property Law
- LWB333 Theories of Law

Year 4 Semester 2

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AMB341	Strategic Marketing	AMB202	Integrated Marketing Communication
AMB352	Marketing Decision Making	AMB260	Public Relations Theory and Practice
	or	LWB231	Introduction to Public Law
IBB213	International Marketing	LWB236	Real Property A
LWB239	Criminal Responsibility	LWB240	Principles of Equity
LWB331	Administrative Law		
LWB334	Corporate Law		

Year 5 Semester 1

LWB431	Civil Procedure
LWB434	Advanced Research and Legal Reasoning
	Law Elective
	Law Elective

Year 5 Semester 2

LWB432	Evidence
LWB433	Professional Responsibility
	Law Elective
	Law Elective

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Public Relations

Year 1 Semester 1

BSB119	Global Business
BSB126	Marketing
LWB141	Legal Institutions and Method
LWB142	Law, Society and Justice

Year 1 Semester 2

BSB110	Accounting
BSB115	Management
LWB143	Legal Research and Writing
LWB144	Laws and Global Perspectives

Year 2 Semester 1

BSB114	Government, Business and Society
AMB201	Marketing and Audience Research
LWB136	Contracts A
LWB138	Fundamentals of Torts

Year 2 Semester 2

BSB122	Quantitative Analysis and Finance
BSB113	Economics
LWB137	Contracts B
LWB139	Select Issues in Torts

Year 3 Semester 1

AMB202	Integrated Marketing Communication
AMB260	Public Relations Theory and Practice
LWB231	Introduction to Public Law
LWB236	Real Property A
LWB240	Principles of Equity

Year 3 Semester 2

AMB261	Media Relations and Publicity
AMB262	Public Relations Writing
LWB235	Australian Federal Constitutional Law
LWB237	Real Property B
LWB241	Trusts

Year 4 Semester 1

AMB360	Corporate Communication Management
AMB370	Public Relations Cases
LWB238	Fundamentals of Criminal Law
LWB332	Commercial and Personal Property Law
LWB333	Theories of Law

Year 4 Semester 2

AMB361	Public Relations Campaigns
AMB371	Corporate Communication Strategies
LWB239	Criminal Responsibility
LWB331	Administrative Law
LWB334	Corporate Law

Year 5 Semester 1

LWB431	Civil Procedure
LWB434	Advanced Research and Legal Reasoning
	Law Elective
	Law Elective

Year 5 Semester 2

LWB432	Evidence
LWB433	Professional Responsibility
	Law Elective
	Law Elective

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management
BSB119	now retitled BSB119 Global Business
BSB122	is replaced by BSB123 Data Analysis

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Accountancy Core units

AYB121 is now AYB200 Financial Accounting AYB121
 AYB220 is now AYB340 Company Accounting AYB220
 AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221 is now AMB318 Advertising Copywriting
 AMB222 is now AMB319 Media Planning
 AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
 EFB102 now retitled EFB223 Economics 2

Economics Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
 EFB102 now retitled EFB223 Economics 2
 EFB202 is replaced by EFB330 Intermediate Macroeconomics
 EFB211 is replaced by EFB331 Intermediate Microeconomics
 EFB314 is replaced by EFB336 International Economics
 EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212 is replaced by AYB114 Business Technologies
 BSB213 is replaced by AYB115 Governance Issues and Fraud
 BSB314 is replaced by Forensic and Business Intelligence
 ITB233 is now INB312 Enterprise Systems Application
 ITB823 is now INB830 Web Sites for E-Commerce
 ITB239 is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220 now retitled MGB220 Business Research Methods
 MGB221 is now MGB339 Performance and Reward

International Business Core units

IBB202 is replaced by EFB240 Finance for International Business
 IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
 IBB210 is now replaced by AMB210 Importing and Exporting
 IBB213 is now AMB336 International Marketing
 IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
 IBB300 is now AMB369 International Business

Strategy

IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

Marketing Core units

AMB241 is now AMB335 E-Marketing Strategies
 AMB341 is now AMB359 Strategic Marketing

Public Relations Core units

AMB260 is replaced by AMB263 Introduction to Public Relations
 AMB360 is replaced by AMB373 Corporate Communication
 AMB361 is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223 replaced by AYB230 Corporations Law
 AYB325 is now AYB219 Taxation Law
 AYB305 is replaced by AYB205 Law of Business Entities
 AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223 is replaced by AYB230 Corporations Law
 AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230 now retitled AMB230 Digital Promotions
 AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312 is now AYB232 Financial Institutions Law
 EFB200 is replaced by EFB333 Introductory Econometrics
 EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200 is replaced by EFB333 Introductory Econometrics
 EFB202 is replaced by EFB330 Intermediate Macroeconomics
 EFB211 is replaced by EFB331 Intermediate Microeconomics
 EFB325 is replaced by EFB336 International Economics
 EFB318 is replaced by EFB335 Investments
 EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics

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Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318	is replaced by EFB335 Investments
AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315	is now MGB370 Personal and Professional Development
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
IBB303	is now AMB303 International Logistics
AMB230	now retitled AMB230 Digital Promotions
IBB312	is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB218	is now MGB324 Managing Business Growth
MGB315	is now MGB370 Personal & Professional Development
IBB210	is replaced by AMB210 Importing and Exporting
IBB303	is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251	now retitled AMB251 Innovation and Brand Management
AMB260	is replaced by AMB263 Introduction to Public Relations
AMB351	is now AMB209 Tourism Marketing
AMB352	is replaced by AMB252 Business Decision Making
AMB354	is now AMB208 Events Marketing
IBB213	is now AMB336 International Marketing
IBB303	is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370	is replaced by AMB374 Global Public Relations Cases
AMB371	is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is now AYB205 Company Law & Practice
AYB312	is now AYB232 Financial Institutions Law
BSB213	is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by AYB341 Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Applications
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102	is replaced by EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB329	is now 338 Contemporary Applications of Economics
EFB314	is replaced by EB336 International Economics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB230	now retitled AMB230 Digital Promotions
AMB354	is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business Intelligence
IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
AMB250	is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
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Potential Careers:

Academic, Accountant, Advertising Professional, Banker, Banking and Finance Professional, Barrister, Business Analyst, Crown Law Officer, Economist, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, In-House Lawyer, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Public Servant, Risk Manager, Solicitor, Stockbroker.

Bachelor of Business (Accountancy, Banking and Finance, Economics or Marketing)/Bachelor of Health Science (Health Services Management) (IF47)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 Years

Domestic fees (indicative): 2010: CSP rate 2010 available July 2009

Domestic Entry: February

International Entry: February

QTAC code: 409252

Past rank cut-off: 80

Past OP cut-off: 10

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 54 (average)

Course coordinator: Dr Erica French (Business); Ms Melinda Service (Health Services Management); HSM enrolment queries to email: sph.studentcentre@qut.com or phone: 07 3138 3368

Discipline coordinator: Ms Melinda Service (Health Services Management); Ms Ros Kent (Accountancy); Dr Tommy Tang (Economics); Dr Anup Basu (Banking and Finance); Mr Bill Proud (Marketing)

Campus: Gardens Point and Kelvin Grove

Course structure - Accountancy / Health Services Management

Year 1, Semester 1

BSB110	Accounting
BSB113	Economics
PUB104	Australian Health Care Systems
PUB107	Sustainable Environments for Health

Year 1, Semester 2

AYB121	Financial Accounting
BSB122	Quantitative Analysis and Finance
PUB251	Contemporary Public Health
PYB012	Psychology

Year 2, Semester 1

BSB111	Business Law and Ethics
BSB115	Management
PUB326	Epidemiology
PUB380	Casemix Management

Year 2, Semester 2

BSB114	Government, Business and Society
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BSB119	Global Business
BSB126	Marketing
MGB207	Human Resource Issues and Strategy
PUB209	Health, Culture and Society

Year 3, Semester 1

AYB220	Company Accounting
EFB101	Data Analysis for Business
	Business Double Major/Extended Major/Specialisation Unit
	Public Health Elective

Year 3, Semester 2

AYB221	Computerised Accounting Systems
AYB225	Management Accounting
PUB486	Ethics and the Law in Health Service Delivery
PUB480	Health Administration Finance
	Business Double Major/Extended Major/Specialisation Unit

Year 4, Semester 1

AYB301	Audit and Assurance
PUB514	Contract/Project Management
PUB545	Health Policy, Planning and Advocacy
	Business Double Major/Extended Major/Specialisation Unit
	Business Double Major/Extended Major/Specialisation Unit

Year 4, Semester 2

PUB633	Health Informatics
PUB609	Health Resource Allocation
PUB875	Professional Practice
	Business Double Major/Extended Major/Specialisation Unit
	Business Double Major/Extended Major/Specialisation Unit

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

NOTE: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Banking & Finance / Health Services Management

Year 1, Semester 1

BSB113	Economics
BSB122	Quantitative Analysis and Finance
PUB104	Australian Health Care Systems
PUB107	Sustainable Environments for Health

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Year 1, Semester 2

BSB115	Management
EFB102	Economics 2
PUB251	Contemporary Public Health
PYB012	Psychology

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

NOTE: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Year 2, Semester 1

BSB114	Government, Business and Society
EFB101	Data Analysis for Business
PUB326	Epidemiology
PUB380	Casemix Management

Course structure - Economics / Health Services Management

Year 1, Semester 1

BSB113	Economics
BSB122	Quantitative Analysis and Finance
PUB104	Australian Health Care Systems
PUB107	Sustainable Environments for Health

Year 2, Semester 2

BSB110	Accounting
BSB126	Marketing
MGB207	Human Resource Issues and Strategy
PUB209	Health, Culture and Society
	Business Double Major/Extended Major/Specialisation Unit

Year 1, Semester 2

BSB115	Management
EFB102	Economics 2
PUB251	Contemporary Public Health
PYB012	Psychology

Year 3, Semester 1

BSB111	Business Law and Ethics
EFB210	Finance 1
	Business Double Major/Extended Major/Specialisation Unit
	Business Double Major/Extended Major/Specialisation Unit
	Public Health Elective

Year 2, Semester 1

BSB114	Government, Business and Society
EFB101	Data Analysis for Business
PUB326	Epidemiology
PUB380	Casemix Management

Year 3, Semester 2

BSB119	Global Business
PUB486	Ethics and the Law in Health Service Delivery
PUB480	Health Administration Finance
	Business Double Major/Extended Major/Specialisation Unit

Year 2, Semester 2

BSB110	Accounting
BSB126	Marketing
MGB207	Human Resource Issues and Strategy
PUB209	Health, Culture and Society
	Business Double Major/Extended Major/Specialisation Unit

Year 4, Semester 1

EFB201	Financial Markets
EFB307	Finance 2
PUB545	Health Policy, Planning and Advocacy
PUB514	Contract/Project Management
	Business Double Major/Extended Major/Specialisation Unit

Year 3, Semester 1

BSB111	Business Law and Ethics
EFB210	Finance 1
EFB202	Business Cycles and Economic Growth
	Public Health Elective
	Business Double Major/Extended Major/Specialisation unit

Year 4, Semester 2

EFB312	International Finance
PUB633	Health Informatics
PUB609	Health Resource Allocation
PUB875	Professional Practice
	Business Double Major/Extended Major/Specialisation Unit

Year 3, Semester 2

EFB314	International Trade and Economic Competitiveness
EFB329	Contemporary Applications of Economics Theory
PUB486	Ethics and the Law in Health Service Delivery
PUB480	Health Administration Finance
	Business Double Major/Extended Major/Specialisation Unit

Business Units

Year 4, Semester 1

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BSB119 Global Business
 PUB545 Health Policy, Planning and Advocacy
 PUB514 Contract/Project Management
 Business Double Major/Extended Major/Specialisation Unit

BSB113 Economics
 BSB115 Management
 Business Double Major/Extended Major/Specialisation Unit
 Public Health Elective

Year 4, Semester 2

PUB633 Health Informatics
 PUB609 Health Resource Allocation
 PUB875 Professional Practice
 Business Double Major/Extended Major/Specialisation Unit
 Business Double Major/Extended Major/Specialisation Unit

Year 3, Semester 2

PUB486 Ethics and the Law in Health Service Delivery
 PUB480 Health Administration Finance
 Business Double Major/Extended Major/Specialisation Unit
 Business Double Major/Extended Major/Specialisation Unit

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

NOTE: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Marketing / Health Services Management

Year 1, Semester 1

BSB122 Quantitative Analysis and Finance
 BSB126 Marketing
 PUB104 Australian Health Care Systems
 PUB107 Sustainable Environments for Health

Year 1, Semester 2

AMB200 Consumer Behaviour
 AMB240 Marketing Planning and Management
 PUB251 Contemporary Public Health
 PYB012 Psychology

Year 2, Semester 1

AMB201 Marketing and Audience Research
 BSB119 Global Business
 PUB326 Epidemiology
 PUB380 Casemix Management

Year 2, Semester 2

AMB241 E-Marketing Strategies
 BSB114 Government, Business and Society
 MGB207 Human Resource Issues and Strategy
 PUB209 Health, Culture and Society
 Business Double Major/Extended Major/Specialisation Unit

Year 3, Semester 1

BSB111 Business Law and Ethics

Year 4, Semester 1

AMB340 Services Marketing
 BSB110 Accounting
 PUB545 Health Policy, Planning and Advocacy
 PUB514 Contract/Project Management
 Business Double Major/Extended Major/Specialisation Unit

Year 4, Semester 2

AMB341 Strategic Marketing
 PUB633 Health Informatics
 PUB609 Health Resource Allocation
 PUB875 Professional Practice
 Business Double Major/Extended Major/Specialisation Unit

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 and AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

NOTE: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

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This course has been discontinued. Currently enrolled students should contact the relevant faculty for course progression and enrolment advice.

Course Updates - List of re-coded and replacement Business units

FACULTY OF BUSINESS

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management
BSB119	now retitled BSB119 Global Business
BSB122	is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121	is now AYB200 Financial Accounting AYB121
AYB220	is now AYB340 Company Accounting AYB220
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300	is now AMB369 International Business Strategy
IBB308	is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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Marketing Core units

AMB241	is now AMB335 E-Marketing Strategies
AMB341	is now AMB359 Strategic Marketing

Public Relations Core units

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB360	is replaced by AMB373 Corporate Communication
AMB361	is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223	replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is replaced by AYB205 Law of Business Entities
AYB312	is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230	now retitled AMB230 Digital Promotions
AMB330	now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics
EFB318	is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics

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EFB325	is replaced by EFB336 International Economics
EFB318	is replaced by EFB335 Investments
EFB324	is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318	is replaced by EFB335 Investments
AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315	is now MGB370 Personal and Professional Development
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
IBB303	is now AMB303 International Logistics
AMB230	now retitled AMB230 Digital Promotions
IBB312	is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB218	is now MGB324 Managing Business Growth
MGB315	is now MGB370 Personal & Professional Development
IBB210	is replaced by AMB210 Import and Exporting
IBB303	is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251	now retitled AMB251 Innovation and Brand Management
AMB260	is replaced by AMB263 Introduction to Public Relations
AMB351	is now AMB209 Tourism Marketing
AMB352	is replaced by AMB252 Business Decision Making
AMB354	is now AMB208 Events Marketing
IBB213	is now AMB336 International Marketing
IBB303	is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370	is replaced by AMB374 Global Public Relations Cases
AMB371	is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is now AYB205 Company Law & Practice
AYB312	is now AYB232 Financial Institutions Law
BSB213	is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by AYB341 Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Applications
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102	is replaced by EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB329	is now 338 Contemporary Applications of Economics
EFB314	is replaced by EFB336 International Economics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB230	now retitled AMB230 Digital Promotions
AMB354	is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business Intelligence
IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
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AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

Account Executive, Accountant, Actuary, Administrator, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Community Health Officer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Home Economist, Information Officer, Investment Manager, Manager, Marketing Officer/Manager, Policy Officer, Public Health Officer, Risk Manager, Stockbroker.

Bachelor of Business (Advertising, Electronic Business, Human Resource Management, International Business, Management or Public Relations)/Bachelor of Health Science (Health Services Management) (IF47)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 Years

Domestic fees (indicative): 2010: CSP rate 2010 available July 2009

Domestic Entry: February

International Entry: February

QTAC code: 409252

Past rank cut-off: 80

Past OP cut-off: 10

OP Guarantee: Yes

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 54 (Average)

Course coordinator: Dr Erica French (Business); Ms Melinda Service (Health); HSM enrolment queries to email: sph.studentcentre@qut.com or phone: 07 3138 3368

Discipline coordinator: Ms Jenny Nicol (Health Services Management); Ms Gayle Kerr (Advertising); Mr Greg Southey (Human Resource Management); Ms Sherrena Buckby (Electronic Business); Mr Michael Cox (International Business); Dr Kavoo Mohannak (Management), Mr Bill Proud (Marketing) and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Course structure - Advertising / Health Services Management

Year 1, Semester 1

BSB122	Quantitative Analysis and Finance
BSB126	Marketing
PUB104	Australian Health Care Systems
PUB107	Sustainable Environments for Health

Year 1, Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
PUB251	Contemporary Public Health
PYB012	Psychology

Year 2, Semester 1

AMB221	Advertising Copywriting
BSB115	Management
PUB326	Epidemiology
PUB380	Casemix Management

Year 2, Semester 2

AMB222	Media Planning
BSB119	Global Business
	Business Double Major/Extended Major/Specialisation Unit
MGB207	Human Resource Issues and Strategy
PUB209	Health, Culture and Society

Year 3, Semester 1

BSB113	Economics
BSB114	Government, Business and Society
	Business Double Major/Extended Major/Specialisation Unit
	Business Double Major/Extended Major/Specialisation Unit
	Public Health Elective

Year 3, Semester 2

BSB110	Accounting
	Business Double Major/Extended Major/Specialisation Unit
LWS001	Medicine And The Law
PUB480	Health Administration Finance

Year 4, Semester 1

AMB320	Advertising Management
BSB111	Business Law and Ethics
	Business Double Major/Extended Major/Specialisation Unit
PUB511	Health Policy, Planning and Evaluation
PUB514	Contract/Project Management

Year 4, Semester 2

AMB321	Advertising Campaigns
	Business Double Major/Extended Major/Specialisation Unit
PUB418	Health Computer Systems
PUB609	Health Resource Allocation
PUB875	Professional Practice

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Human Resource Management / Health Services Management

Year 1, Semester 1

BSB115	Management
BSB122	Quantitative Analysis and Finance
PUB104	Australian Health Care Systems

PUB107 Sustainable Environments for Health

Year 1, Semester 2

BSB126 Marketing
 MGB220 Business Research Methods
 PUB251 Contemporary Public Health
 PYB012 Psychology

Year 2, Semester 1

BSB113 Economics
 BSB119 Global Business
 PUB326 Epidemiology
 PUB380 Casemix Management

Year 2, Semester 2

BSB110 Accounting
 MGB207 Human Resource Issues and Strategy
 MGB211 Organisational Behaviour
 PUB209 Health, Culture and Society

Year 3, Semester 1

BSB114 Government, Business and Society
 MGB222 Managing Organisations
 Business Double Major/Extended Major/Specialisation Unit
 Business Elective Unit*
 Public Health Elective

Year 3, Semester 2

LWS001 Medicine And The Law
 PUB480 Health Administration Finance
 Business Double Major/Extended Major/Specialisation Unit
 Business Double Major/Extended Major/Specialisation Unit
 Business Double Major/Extended Major/Specialisation Unit

Year 4, Semester 1

BSB111 Business Law and Ethics
 MGB314 Organisational Consulting and Change
 Business Double Major/Extended Major/Specialisation Unit
 PUB511 Health Policy, Planning and Evaluation
 PUB514 Contract/Project Management

Year 4, Semester 2

MGB309 Strategic Management
 Business Double Major/Extended Major/Specialisation Unit
 PUB418 Health Computer Systems
 PUB609 Health Resource Allocation
 PUB875 Professional Practice

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 and AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

*As the unit MGB207 Human Resource Issues & Strategy forms part of the Health Science component of the degree students are required to undertake a Business elective unit towards the Business component of this degree.

NOTE: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - International Business (without a Language) / Health Services Management

Year 1, Semester 1

BSB114 Government, Business and Society
 BSB119 Global Business
 PUB104 Australian Health Care Systems
 PUB107 Sustainable Environments for Health

Year 1, Semester 2

BSB113 Economics
 BSB115 Management
 PUB251 Contemporary Public Health
 PYB012 Psychology

Year 2, Semester 1

BSB126 Marketing
 IBB210 Export Management
 PUB326 Epidemiology
 PUB380 Casemix Management

Year 2, Semester 2

BSB110 Accounting
 IBB202 Fundamentals of International Finance
 IBB213 International Marketing
 MGB207 Human Resource Issues and Strategy
 PUB209 Health, Culture and Society

Year 3, Semester 1

BSB111 Business Law and Ethics
 BSB122 Quantitative Analysis and Finance
 International Business Area Study 1
 Business Double Major/Extended

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Major/Specialisation Unit
Public Health Elective

BSB115 Management
PUB251 Contemporary Public Health
PYB012 Psychology
Language 2

Year 3, Semester 2

LWS001 Medicine And The Law
PUB480 Health Administration Finance
International Business Area Study 2
Business Double Major/Extended Major/Specialisation Unit

Year 2, Semester 1

BSB113 Economics
PUB326 Epidemiology
PUB380 Casemix Management
Language 3

Year 4, Semester 1

PUB511 Health Policy, Planning and Evaluation
PUB514 Contract/Project Management
Business Double Major/Extended Major/Specialisation Unit
Business Double Major/Extended Major/Specialisation Unit
Business Double Major/Extended Major/Specialisation Unit

Year 2, Semester 2

BSB126 Marketing
IBB202 Fundamentals of International Finance
MGB207 Human Resource Issues and Strategy
PUB209 Health, Culture and Society
Language 4

Year 4, Semester 2

IBB300 International Business Strategy
Business Double Major/Extended Major/Specialisation Unit
PUB418 Health Computer Systems
PUB609 Health Resource Allocation
PUB875 Professional Practice

Year 3, Semester 1

BSB114 Government, Business and Society
BSB122 Quantitative Analysis and Finance
IBB210 Export Management
Language 5
OR
IBB205 Intercultural Communication and Negotiation Skills
Public Health Elective

International Business Area Study Units:

Students must complete one of the following pairs of units:

IBB208 European Business Development
IBB308 Contemporary Business in Europe
OR
IBB217 Asian Business Development
IBB317 Contemporary Business in Asia

Year 3, Semester 2

IBB213 International Marketing
LWS001 Medicine And The Law
PUB480 Health Administration Finance
Language 6
OR
International Business Elective Unit (IBB2xx, IBB3xx)

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - International Business (with a Language) / Health Services Management

Year 1, Semester 1

BSB119 Global Business
PUB104 Australian Health Care Systems
PUB107 Sustainable Environments for Health
Language 1

Year 4, Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics
PUB511 Health Policy, Planning and Evaluation
PUB514 Contract/Project Management
Area Study 1

Year 4, Semester 2

IBB300 International Business Strategy
PUB418 Health Computer Systems
PUB609 Health Resource Allocation
PUB875 Professional Practice
Area Study 2

Year 1, Semester 2

Area Study Options for International Business major:

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

- IBB208 European Business Development
- IBB308 Contemporary Business in Europe
- OR
- IBB217 Asian Business Development
- IBB317 Contemporary Business in Asia

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Management / Health Services Management

Year 1, Semester 1

- BSB115 Management
- BSB122 Quantitative Analysis and Finance
- PUB104 Australian Health Care Systems
- PUB107 Sustainable Environments for Health

Year 1, Semester 2

- MGB220 Business Research Methods
- MGB222 Managing Organisations
- PUB251 Contemporary Public Health
- PYB012 Psychology

Year 2, Semester 1

- BSB113 Economics
- MGB211 Organisational Behaviour
- PUB326 Epidemiology
- PUB380 Casemix Management

Year 2, Semester 2

- BSB110 Accounting
- BSB114 Government, Business and Society
Business Double Major/Extended Major/Specialisation Unit
- MGB207 Human Resource Issues and Strategy
- PUB209 Health, Culture and Society

Year 3, Semester 1

- BSB119 Global Business
- BSB126 Marketing
- MGB210 Managing Operations
- MGB334 Managing in a Changing Environment
Public Health Elective

Year 3, Semester 2

- MGB309 Strategic Management
Business Double Major/Extended Major/Specialisation

Business Double Major/Extended Major/Specialisation Unit

- LWS001 Medicine And The Law
- PUB480 Health Administration Finance

Year 4, Semester 1

- BSB111 Business Law and Ethics
Business Double Major/Extended Major/Specialisation Unit
- PUB511 Health Policy, Planning and Evaluation
Business Double Major/Extended Major/Specialisation Unit
- PUB514 Contract/Project Management

Year 4, Semester 2

- PUB418 Health Computer Systems
- PUB609 Health Resource Allocation
- PUB875 Professional Practice
Business Double Major/Extended Major/Specialisation Unit

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 and AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Public Relations/Health Services Management

Year 1 Semester 1

- BSB122 Quantitative Analysis and Finance
- BSB126 Marketing
- PUB104 Australian Health Care Systems
- PUB107 Sustainable Environments for Health

Year 1 Semester 2

- AMB260 Public Relations Theory and Practice
- BSB119 Global Business
- PUB251 Contemporary Public Health
- PYB012 Psychology

Year 2 Semester 1

- AMB261 Media Relations and Publicity
- BSB115 Management

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PUB326 Epidemiology
 PUB380 Casemix Management

Year 2 Semester 2

AMB201 Marketing and Audience Research
 AMB262 Public Relations Writing
 MGB207 Human Resource Issues and Strategy
 PUB209 Health, Culture and Society
 Double Major/Extender Major/Specialisation Unit

Year 3 Semester 1

BSB111 Business Law and Ethics
 BSB113 Economics
 BSB114 Government, Business and Society
 Double Major/Extender Major/Specialisation Unit
 Public Health Elective

Year 3 Semester 2

LWS001 Medicine And The Law
 PUB480 Health Administration Finance
 Double Major/Extender Major/Specialisation Unit
 Double Major/Extender Major/Specialisation Unit

Year 4 Semester 1

AMB360 Corporate Communication Management
 BSB110 Accounting
 PUB511 Health Policy, Planning and Evaluation
 PUB514 Contract/Project Management
 Double Major/Extender Major/Specialisation Unit

Year 4 Semester 2

AMB361 Public Relations Campaigns
 PUB633 Health Informatics
 PUB609 Health Resource Allocation
 PUB875 Professional Practice
 Double Major/Extender Major/Specialisation Unit

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

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This course has been discontinued. Currently enrolled students should contact the relevant faculty for course progression and enrolment advice.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114 is replaced by BSB124 Working in Business
 BSB115 now retitled BSB115 Management
 BSB119 now retitled BSB119 Global Business
 BSB122 is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121 is now AYB200 Financial Accounting AYB121
 AYB220 is now AYB340 Company Accounting AYB220
 AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221 is now AMB318 Advertising Copywriting
 AMB222 is now AMB319 Media Planning
 AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
 EFB102 now retitled EFB223 Economics 2

Economics Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
 EFB102 now retitled EFB223 Economics 2
 EFB202 is replaced by EFB330 Intermediate Macroeconomics
 EFB211 is replaced by EFB331 Intermediate Microeconomics
 EFB314 is replaced by EFB336 International Economics
 EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212 is replaced by AYB114 Business Technologies
 BSB213 is replaced by AYB115 Governance Issues and Fraud
 BSB314 is replaced by Forensic and Business Intelligence
 ITB233 is now INB312 Enterprise Systems Application
 ITB823 is now INB830 Web Sites for E-Commerce
 ITB239 is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220 now retitled MGB220 Business Research Methods
 MGB221 is now MGB339 Performance and Reward

International Business Core units

IBB202 is replaced by EFB240 Finance for International Business
 IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit.

FACULTY OF BUSINESS

(Email: ampradmin@qut.edu.au)

IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300	is now AMB369 International Business Strategy
IBB308	is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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Marketing Core units

AMB241	is now AMB335 E-Marketing Strategies
AMB341	is now AMB359 Strategic Marketing

Public Relations Core units

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB360	is replaced by AMB373 Corporate Communication
AMB361	is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223	replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is replaced by AYB205 Law of Business Entities
AYB312	is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230	now retitled AMB230 Digital Promotions
AMB330	now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics
EFB318	is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate

	Microeconomics
EFB325	is replaced by EFB336 International Economics
EFB318	is replaced by EFB335 Investments
EFB324	is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318	is replaced by EFB335 Investments
AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315	is now MGB370 Personal and Professional Development
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
IBB303	is now AMB303 International Logistics
AMB230	now retitled AMB230 Digital Promotions
IBB312	is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB218	is now MGB324 Managing Business Growth
MGB315	is now MGB370 Personal & Professional Development
IBB210	is replaced by AMB210 Importing and Exporting
IBB303	is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251	now retitled AMB251 Innovation and Brand Management
AMB260	is replaced by AMB263 Introduction to Public Relations
AMB351	is now AMB209 Tourism Marketing
AMB352	is replaced by AMB252 Business Decision Making
AMB354	is now AMB208 Events Marketing
IBB213	is now AMB336 International Marketing

IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370 is replaced by AMB374 Global Public Relations Cases

AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223 is replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

AYB305 is now AYB205 Company Law & Practice

AYB312 is now AYB232 Financial Institutions Law

BSB213 is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212 is replaced by AYB114 Business Technologies

BSB213 is replaced by AYB115 Governance Issues and Fraud

BSB314 is replaced by AYB341 Forensic and Business Intelligence

ITB233 is now INB312 Enterprise Systems Applications

ITB823 is now INB830 Web Sites for E-Commerce

ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB329 is now 338 Contemporary Applications of Economics

EFB314 is replaced by EB336 International Economics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB230 now retitled AMB230 Digital Promotions

AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics

BSB314 is replaced by AYB341 Forensic and Business Intelligence

IBB210 is replaced by AMB210 Importing and Exporting

EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

Administrator, Advertising Professional, Business Analyst, Community Health Officer, Health Services Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Manager, Organisational Communication Specialist, Policy Officer, Project Developer, Project Manager, Public Health Officer, Public Relations Officer/Consultant, Publishing Professional.

Bachelor of Business / Bachelor of Information Technology (IF48)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 or 4.5 years

Domestic fees (indicative): 2010: CSP \$3,800 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 419202

Past rank cut-off: 80

Past OP cut-off: 10

Assumed knowledge: English (4, SA), and for games technology and security majors, Maths B (4, SA), or for all other majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 54 (average) for 8 semesters; 48 for 9 semesters

Course coordinator: Richard Thomas (Science and Technology); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Course Structure - Accountancy (for students NOT seeking professional recognition)

Year 1, Semester 1

BSB110	Accounting
BSB113	Economics
INB104	Building IT Systems
INB210	Databases

Year 1, Semester 2

BSB115	Management
BSB123	Data Analysis
INB250	Systems Architecture
INB103	Industry Insights

Year 2, Semester 1

	Choice of Faculty Core Unit
AYB200	Financial Accounting
INB270	Programming
	Intermediate Level IT Elective

Year 2, Semester 2

EFB222	Quantitative Methods For Economics and Finance
	Choice of Faculty Core Unit
	IT Elective unit

IT Elective unit

Year 3, Semester 1

AYB340	Company Accounting
	Double Major/Extended Major/Specialisation unit
INB271	The Web
INB340	Database Design

Year 3, Semester 2

AYB225	Management Accounting
	Double Major/Extended Major/Specialisation unit
INB311	Enterprise Systems
	IT Elective Unit

Year 4, Semester 1

AYB221	Computerised Accounting Systems
	Double Major/Extended Major/Specialisation unit
	IT Elective Unit
	IT Elective Unit

Year 4, Semester 2

AYB301	Audit and Assurance
	Double Major/Extended Major/Specialisation unit
INB301	The Business of IT
	IT Elective Unit

Year 5, Semester 1

	Double Major/Extended Major/Specialisation unit
	Double Major/Extended Major/Specialisation unit
INB302	Capstone Project
	IT Elective Unit

Business Core Unit list

Student must choose 2 units from the following:

BSB111	Business Law and Ethics
BSB119	Global Business
BSB124	Working in Business
BSB126	Marketing

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course Structure - Accountancy (for students seeking professional recognition)

Year 1, Semester 1

FACULTY OF BUSINESS

BSB110	Accounting	IT Elective Unit
BSB113	Economics	
INB104	Building IT Systems	Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units
INB210	Databases	
Year 1, Semester 2		
BSB115	Management	
BSB111	Business Law and Ethics	
INB250	Systems Architecture	
INB103	Industry Insights	
Year 2, Semester 1		
BSB123	Data Analysis	
AYB200	Financial Accounting	
INB270	Programming	
	Intermediate Level IT Elective	
Year 2, Semester 2		
BSB124	Working in Business	
EFB222	Quantitative Methods For Economics and Finance	
	IT Elective unit	
	IT Elective unit	
Year 3, Semester 1		
AYB340	Company Accounting	
EFB210	Finance 1	
INB271	The Web	
INB340	Database Design	
Year 3, Semester 2		
AYB221	Computerised Accounting Systems	
AYB230	Corporations Law	
INB311	Enterprise Systems	
	IT Elective Unit	
Year 4, Semester 1		
AYB311	Financial Accounting Issues	
AYB225	Management Accounting	
	IT Elective Unit	
	IT Elective Unit	
Year 4, Semester 2		
AYB301	Audit and Assurance	
AYB219	Taxation Law	
INB301	The Business of IT	
	IT Elective Unit	
Year 5, Semester 1		
AYB321	Strategic Management Accounting	
AYB339	Accountancy Capstone	
INB302	Capstone Project	
Course Structure - Banking & Finance		
BSB115	Management	
BSB122	Quantitative Analysis and Finance	
INB104	Building IT Systems	
INB210	Databases	
Year 1, Semester 2		
BSB110	Accounting	
BSB113	Economics	
INB250	Systems Architecture	
INB103	Industry Insights	
Year 2, Semester 1		
EFB222	Quantitative Methods For Economics and Finance	
	Choice of Business Faculty Core Unit	
INB270	Programming	
	Intermediate Level IT Elective	
Year 2, Semester 2		
EFB210	Finance 1	
	Choice of Business Faculty core unit	
	IT Elective Unit	
	IT Elective Unit	
Year 3, Semester 1		
EFB223	Economics 2	
	Double Major/Extended Major/Specialisation unit	
INB271	The Web	
INB340	Database Design	
Year 3, Semester 2		
EFB307	Finance 2	
	Business Double Major / Extended Major / Specialisation Unit	
INB311	Enterprise Systems	
	IT Elective Unit	
Year 4, Semester 1		
EFB201	Financial Markets	
	Business Double Major / Extended Major / Specialisation unit	
	IT Elective Unit	

IT Elective Unit

Choice of Business Faculty core unit

Year 4, Semester 2

EFB312 International Finance
Business Double Major / Extended Major /
Specialisation unit
INB301 The Business of IT
IT Elective Unit

IT Elective unit

IT Elective unit

Year 3, Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics
INB271 The Web
INB340 Database Design

Year 5, Semester 1

Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit
INB302 Capstone Project
IT Elective Unit

Year 3, Semester 2

EFB338 Contemporary Application of Economic Theory
Business Double Major / Extended Major /
Specialisation Unit
INB311 Enterprise Systems
IT Elective Unit

Business Faculty Core units:

Students must choose 2 of the following
Faculty Core units:

BSB111 Business Law and Ethics
BSB124 Working in Business
BSB119 Global Business
BSB126 Marketing

Students should refer to the BS56 Course
Notes entry for information on double
major/extended major/specialisation units

Note: Please refer to "Course Updates - List of
re-coded and replacement Business units" to
check for course structure changes.

Year 4, Semester 1

Business Double Major / Extended Major /
Specialisation unit
Business Double Major / Extended Major /
Specialisation unit
IT Elective Unit
IT Elective Unit

Year 4, Semester 2

EFB336 International Economics
Business Double Major / Extended Major /
Specialisation unit
INB301 The Business of IT
IT Elective Unit

Course Structure - Economics

Year 1, Semester 1

BSB110 Accounting
BSB113 Economics
INB104 Building IT Systems
INB210 Databases

Year 1, Semester 2

BSB115 Management
BSB123 Data Analysis
INB250 Systems Architecture
INB103 Industry Insights

Year 2, Semester 1

EFB223 Economics 2
Choice of Business Faculty core unit
INB270 Programming
Intermediate Level IT Elective

Year 2, Semester 2

EFB222 Quantitative Methods For Economics and
Finance

Year 5, Semester 1

Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit
INB302 Capstone Project
IT Elective Unit selected from list

Business Faculty Core units:

Students must choose 2 of the following
Faculty core units:

BSB111 Business Law and Ethics
BSB124 Working in Business
BSB119 Global Business
BSB126 Marketing

Students should refer to the BS56 Course
Notes entry for information on double
major/extended major/specialisation units

Note: Please refer to "Course Updates - List of
re-coded and replacement Business units" to
check for course structure changes.

Course Structure - Electronic Business

FACULTY OF BUSINESS

Year 1, Semester 1

BSB113	Economics
BSB119	Global Business
INB104	Building IT Systems
INB210	Databases

Year 1, Semester 2

BSB115	Management
	Choice of Faculty Core Unit
INB250	Systems Architecture
INB103	Industry Insights

Year 2, Semester 1

AYB114	Business Technologies
BSB111	Business Law and Ethics
INB270	Programming
	Intermediate level IT Elective

Year 2, Semester 2

BSB110	Accounting
AYB115	Governance Issues and Fraud
	IT Elective unit selected from IT List
	IT Elective unit selected from IT List

Year 3, Semester 1

AYB341	Forensic and Business Intelligence
	Business Double Major / Extended Major / Specialisation Unit
INB271	The Web
INB340	Database Design

Year 3, Semester 2

	Business Double Major / Extended Major / Specialisation Unit
INB313	Electronic Commerce Site Development
INB311	Enterprise Systems
	IT Elective Unit

Year 4, Semester 1

	Business Double Major / Extended Major / Specialisation unit
INB312	Enterprise Systems Applications
	IT Elective Unit
	IT Elective Unit

Year 4, Semester 2

	Business Double Major / Extended Major / Specialisation unit
INB342	Enterprise Data Mining
INB301	The Business of IT
	IT Elective Unit

Year 5, Semester 1

	Business Double Major / Extended Major / Specialisation unit
	Business Double Major / Extended Major / Specialisation Unit
INB302	Capstone Project
	IT Elective Unit

Business Faculty Core units:

	Students must choose two of the following Faculty Core units:
BSB111	Business Law and Ethics
BSB124	Working in Business
BSB119	Global Business
BSB123	Data Analysis

Business Faculty Core Unit List

	Choose one from the following:
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course Structure - International Business

Year 1, Semester 1

BSB113	Economics
BSB119	Global Business
INB104	Building IT Systems
INB210	Databases

Year 1, Semester 2

BSB115	Management
BSB126	Marketing

Year 2, Semester 1

EFB240	Finance for International Business
	Choice of Business Faculty core unit
INB270	Programming
	Intermediate Level IT Unit
	IT Elective Unit
	IT Elective Unit

Year 2, Semester 2

BSB110	Accounting
AMB210	Importing and Exporting
INB250	Systems Architecture
INB103	Industry Insights

Year 3, Semester 1

AMB336	International Marketing Business Double Major / Extended Major / Specialisation Unit
INB271	The Web
INB340	Database Design

Year 3, Semester 2

AMB369	International Business Strategy Business Double Major / Extended Major / Specialisation
INB311	Enterprise Systems IT Elective Unit

Year 4, Semester 1

International Business Area Study 1
Business Double Major / Extended Major /
Specialisation unit
IT Elective Unit
IT Elective Unit

Year 4, Semester 2

	International Business Area Study 2 Business Double Major / Extended Major / Specialisation unit
INB301	The Business of IT IT Elective Unit selected from list

Year 5, Semester 1

	Business Double Major / Extended Major / Specialisation Unit
	Business Double Major / Extended Major / Specialisation Unit
INB302	Capstone Project IT Elective Unit selected from list

International Business Area Study Units:

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

IBB208	European Business Development
MGB340	International Business in the Asia-pacific OR
IBB217	Asian Business Development
MGB340	International Business in the Asia-pacific

Business Faculty Core units:

Students must choose one of the following
Faculty Core units:

BSB111	Business Law and Ethics
BSB124	Working in Business
BSB123	Data Analysis

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

major/extended major/specialisation units

Note: Please refer to "Course Updates - List of
re-coded and replacement Business units"
to check for course structure changes.

Course Structure - Management

Year 1, Semester 1

BSB115	Management
BSB113	Economics
INB104	Building IT Systems
INB210	Databases

Year 1, Semester 2

BSB110	Accounting
MGB339	Performance and Reward
INB250	Systems Architecture
INB103	Industry Insights

Year 2, Semester 1

	Choice of Business Faculty Core unit
	Choice of Business Faculty Core unit
INB270	Programming Intermediate Level IT Elective

Year 2, Semester 2

MGB220	Business Research Methods Choice of Business Faculty Core unit IT Elective unit IT Elective unit
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Year 3, Semester 1

MGB210	Managing Operations
MGB200	Leading Organisations
INB271	The Web
INB340	Database Design

Year 3, Semester 2

MGB310	Sustainability in A Changing Environment Business Double Major / Extended Major / Specialisation Unit IT Elective Unit IT Elective Unit
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Year 4, Semester 1

Business Double Major / Extended Major /
Specialisation unit
Business Double Major / Extended Major /
Specialisation unit
IT Elective Unit
IT Elective Unit

Year 4, Semester 2

MGB309	Strategic Management
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FACULTY OF BUSINESS

Business Double Major / Extended Major /
Specialisation unit

INB301 The Business of IT
IT Elective Unit

Year 5, Semester 1

Business Double Major / Extended Major /
Specialisation unit

Business Double Major / Extended Major /
Specialisation Unit

INB302 Capstone Project
IT Elective Unit

Business Faculty Core units:

Students must choose three of the following
Faculty Core units:

BSB111 Business Law and Ethics
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business
BSB126 Marketing

Students should refer to the BS56 Course
Notes entry for information on double
major/extended major/specialisation units

Note: Please refer to "Course Updates - List of
re-coded and replacement Business units" to
check for course structure changes.

Course Structure - Marketing

Year 1, Semester 1

BSB115 Management
BSB126 Marketing
INB104 Building IT Systems
INB210 Databases

Year 1, Semester 2

BSB110 Accounting
BSB113 Economics
INB250 Systems Architecture
INB103 Industry Insights

Year 2, Semester 1

AMB200 Consumer Behaviour
Choice of Business Faculty Core unit

INB270 Programming
Intermediate Level IT Unit

Year 2, Semester 2

AMB201 Marketing and Audience Research
Choice of Business Faculty Core unit
IT Elective Unit
IT Elective Unit

Year 3, Semester 1

AMB240 Marketing Planning and Management
Business Double Major / Extended Major /
Specialisation Unit

INB271 The Web
INB340 Database Design

Year 3, Semester 2

AMB335 E-marketing Strategies
Business Double Major / Extended Major /
Specialisation Unit

INB311 Enterprise Systems
IT Elective Unit

Year 4, Semester 1

AMB340 Services Marketing
Business Double Major / Extended Major /
Specialisation unit
IT Elective Unit
IT Elective Unit

Year 4, Semester 2

AMB359 Strategic Marketing
Business Double Major / Extended Major /
Specialisation unit

INB301 The Business of IT
IT Elective Unit

Year 5, Semester 1

Business Double Major / Extended Major /
Specialisation unit

Business Double Major / Extended Major /
Specialisation Unit

INB302 Capstone Project
IT Elective Unit

Business Faculty Core Unit list

Student must choice two units from the
following:

BSB111 Business Law and Ethics
BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business

Business Units

Students should refer to the BS56 Course
Notes entry for information on double
major/extended major/specialisation units

The units AMB201 Market and Audience
Research and MGB220 Management
Research Methods are incompatible units.
Students undertaking HRM or Management as
a double major should contact the school for
enrolment advice. From Semester 2, 2003
students who complete both MGB220 &

AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

IT Elective Unit List

Information Technology Elective Unit List

INB104	Building IT Systems
INB103	Industry Insights
INB270	Programming
INB210	Databases
INB250	Systems Architecture
INB251	Networks
INB271	The Web
INB301	The Business of IT
INB302	Capstone Project
INS011	Co-operative Education 1
INS351	CCNA 3&4 Lan Switching
INB280	Fundamentals of Game Design
INB281	Advanced Game Design
INB341	Software Development With Oracle
INB311	Enterprise Systems
INB340	Database Design
INB306	Project 1
INB312	Enterprise Systems Applications
INB342	Enterprise Data Mining
INB385	Multimedia Systems
INB386	Advanced Multimedia Systems
INB313	Electronic Commerce Site Development
INB322	Information Systems Consulting
INB330	Information Management
INB320	Business Process Modelling
INB335	Information Resources
INB120	Corporate Systems
INB122	Organisational Databases
INB123	Project Management Practice
INB124	Information Systems Development
INB220	Business Analysis
INB221	Technology Management
INB325	Corporate Systems Management Project
INB371	Data Structures and Algorithms
INB272	Interaction Design
INB305	Special Topic 4
INB365	Systems Programming
INB372	Agile Software Development
INB370	Software Development
INB373	Web Application Development

INB374	Enterprise Software Architecture
INB350	Internet Protocols and Services
INB255	Security
INB352	Network Planning and Deployment
INB351	Computer Network Administration
INB353	Wireless and Mobile Networks
INB382	Real Time Rendering Techniques
INB381	Modelling and Animation Techniques
INB355	Cryptology and Protocols
INB180	Computer Games Studies
INB181	Introduction to Games Production
INB204	Special Topic 1
INB304	Special Topic 3
INB205	Special Topic 2
INB860	Computational Intelligence for Control and Embedded Systems
MAB281	Mathematics for Computer Graphics

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This course has been discontinued. Currently enrolled students should check the with the relevant Faculty for course progression and enrolment advice.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management
BSB119	now retitled BSB119 Global Business
BSB122	is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121	is now AYB200 Financial Accounting AYB121
AYB220	is now AYB340 Company Accounting AYB220
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

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EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300	is now AMB369 International Business Strategy
IBB308	is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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Marketing Core units

AMB241	is now AMB335 E-Marketing Strategies
AMB341	is now AMB359 Strategic Marketing

Public Relations Core units

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB360	is replaced by AMB373 Corporate Communication
AMB361	is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223	replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is replaced by AYB205 Law of Business Entities
AYB312	is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230	now retitled AMB230 Digital Promotions
AMB330	now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics
EFB318	is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB325	is replaced by EFB336 International Economics
EFB318	is replaced by EFB335 Investments
EFB324	is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318	is replaced by EFB335 Investments
AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315	is now MGB370 Personal and Professional Development
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

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International Business Extended Major (IBX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
IBB303	is now AMB303 International Logistics
AMB230	now retitled AMB230 Digital Promotions
IBB312	is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB218	is now MGB324 Managing Business Growth
MGB315	is now MGB370 Personal & Professional Development
IBB210	is replaced by AMB210 Importand and Exporting
IBB303	is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251	now retitled AMB251 Innovation and Brand Management
AMB260	is replaced by AMB263 Introduction to Public Relations
AMB351	is now AMB209 Tourism Marketing
AMB352	is replaced by AMB252 Business Decision Making
AMB354	is now AMB208 Events Marketing
IBB213	is now AMB336 International Marketing
IBB303	is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370	is replaced by AMB374 Global Public Relations Cases
AMB371	is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is now AYB205 Company Law & Practice
AYB312	is now AYB232 Financial Institutions Law
BSB213	is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by AYB341 Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Applications
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102	is replaced by EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB329	is now 338 Contemporary Applications of Economics
EFB314	is replaced by EB336 International Economics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB230	now retitled AMB230 Digital Promotions
AMB354	is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business Intelligence
IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
AMB250	is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
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Potential Careers:

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Computer Games Developer, Computer Salesperson/Marketer, Corporate Secretary, Database Manager, Economist, Electronic Commerce Developer, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, Human Resource Manager, Information Officer, Information Security Specialist, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Multimedia Designer, Organisational Communication Specialist, Public Relations Officer/Consultant, Publishing Professional, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Systems Programmer, Systems Trainer, Technical Officer, Trainer, Web Designer.

Doctor of Philosophy (Business) (IF49)

Year offered: 2010

Admissions: Yes

CRICOS code: 006367J

Course duration (full-time): 3 years (Minimum 24 months; Expected 36 months; Maximum 48 months)

Course duration (part-time): 6 years (Minimum 48 months; Expected 72 months; Maximum 96 months)

Domestic fees (indicative): Aust citizens or PRs will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the max time, you will be charged - 2010: \$11,750 (indicative) per semester

International Fees (indicative): 2010: \$11,750 (indicative) per semester

International Entry: At any time

Total credit points: 288

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Assistant Dean (Research)

Discipline coordinator: Accountancy - A/Prof Helen Irvine; Advertising - A/Prof Ian Lings; Economics and Finance - Prof Janice How; Marketing - A/Prof Ian Lings; Management - Dr Artemis Chang; Public Relations - A/Prof Ian Lings

Campus: Gardens Point

Entry requirements

The applicant's admission to the PhD program will depend on their academic aptitude, previous research experience and the availability of supervision, infrastructure and resources needed for their course of study.

Applicants would normally have:

- an Honours degree relevant to the applied-for discipline, at either First Class or Second Class Division A, incorporating a thesis of approximately 25,000 words; or
- a research master's degree; or
- a coursework master's degree, or a professional doctorate, containing a significant research thesis, normally no less than 33% of the total program, with a grade point average of at least 5.5 on a 7 point scale. The thesis should approximate 25,000 words in length; or
- an additional level of research experience deemed acceptable to the Faculty and approved by the QUT Research Degrees Committee, e.g. by the publication of articles in refereed research journals.

In addition, international students must meet English language proficiency requirements.

Location and duration

The PhD normally requires a minimum of three years of full-time study or its part-time equivalent. Study is normally undertaken at the Gardens Point campus but the University may approve study at an off-campus location (multi-modal study). Although QUT offers this flexibility, there will still be minimum attendance requirements and the University must be satisfied that adequate supervision and resources are available at the external location.

In general, the faculty does not support external PhD enrolment.

Course design

Candidates will be assessed on a program of supervised research and investigation that culminates in production of their thesis. The program normally includes assessed coursework that supports conduct of their research and preparation of their thesis. Candidates should have regular, face-to-face contact with their supervisor and participate in University scholarly activities such as research seminars, teaching and publication. The length of the thesis will vary according to the topic, but should normally be no longer than 100,000 words (excluding the bibliography).

Coursework requirement

All PhD students are required to enrol in IFN001 Advanced Information Retrieval Skills. For further information, please refer to Library.

In addition, it is normal for some prescribed coursework to be undertaken to assist in the preparation for the thesis. Generally, the subjects include qualitative methods, quantitative methods, and research methodology. Discipline-specific subjects may also be prescribed. Usually, the coursework is completed at the Gardens Point campus in Brisbane City.

External students

External students should submit the Memorandum of Understanding for external supervision and the Memorandum of Understanding for external organisation to the Research Students Centre for approval of external status. These forms can be accessed from the Research Students Centre website: www.rsc.qut.edu.au/

The Administration of Candidature

It is the responsibility of the candidate to comply with the regulations of governing candidature. Electronic copies of relevant documents can be found via the QUT Handbook or the Research Students Centre at the URL listed below. As it is charged with the responsibility of overseeing IF49, all changes to Candidature must be approved by the Research Degrees Committee. Forms to request changes can be found at: Research Students Centre

Full-time students

The standard number of credit points is 48. In any semester, a full-time student should not enrol in more or less than 48 credit points without first obtaining the approval of the Research Degrees Committee (use the Miscellaneous Submission form - available from: Research Students Centre).

At the end of each semester a grade of T - Assessment Continues will be awarded in any 'IFRXXX' units, provided satisfactory progress is being maintained. A final grade (S - Satisfactory or U - Unsatisfactory) will be awarded once the thesis has been examined according to the degree rules.

Part-time students

The standard number of credit points is 24. In any semester, a part-time student should not enrol in less than or more

than 24 credit points without first obtaining the approval of the Research Degrees Committee (use the Miscellaneous Submission form - available from: Research Students Centre).

At the end of each semester a grade of T - Assessment Continues will be awarded in any 'IFRXXX' units, provided satisfactory progress is being maintained. A final grade (S - Satisfactor or U - Unsatisfactory) will be awarded once the thesis has been examined according to degree rules.

Concurrent enrolment

Students enrolled in IF49 are not permitted to enrol in any other tertiary degree without the specific approval of the Research Degrees Committee.

Abbreviation

PhD

Further information or assistance

Faculty of Business Research Support Office

Phone: +61 07 3138 1407

Fax: +61 07 3138 5250

Email: bus.research@qut.edu.au

Location: Level 7, Z Block (Gardens Point Campus)

Course structure

Full-time Structure

Full-Time students undertaking research but no coursework units enrol in:

IFR100 Full-Time Masters Research

Full-time structure, research + coursework

Full-time students who are undertaking approved coursework units in addition to their research as part of their Doctorial enrolment should enrol in a combination of the following units, totalling as close as possible (without exceeding) 48 credit points:

- IFR300 Doctoral Research
- IFR301 Doctoral Research
- IFR302 Doctoral Research
- IFR303 Doctoral Research

Full-time structure, for students with extensions of time

In instances where a candidate has exceeded the normal course duration and an extension of time has been approved, enrol in:

IFR101 Full-Time Doctoral Research (Extension)

Part-time structure, research only

Part-time students undertaking research but no coursework units enrol in:

IFR200 Part-Time Doctoral Research

Part-time structure, research + coursework units

Part-time students who are undertaking approved coursework units in addition to their

research as part of their Doctorial enrolment should enrol in a combination of the following units, totalling as close as possible (without exceeding) 24 credit points:

- IFR302 Doctoral Research
- IFR303 Doctoral Research

Part-time structure, for students with extensions of time

In instances where a candidate has exceeded the normal course duration and an extension has been approved, enrol in:

IFR201 Part-Time Doctoral Research (Extension)

Potential Careers:

Academic, Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Corporate Secretary, Diplomat, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Higher Education Worker, Human Resource Manager, Information Officer, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Organisational Communication Specialist, Policy Officer, Risk Manager, Translator.

Bachelor of Mathematics/Bachelor of Business (Accountancy, Banking and Finance or Economics) (IF60)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 Years

Domestic fees (indicative): 2010: CSP \$3,300 (indicative) per semester

Domestic Entry: February

International Entry: February and July

QTAC code: 419212

Past rank cut-off: 80

Past OP cut-off: 10

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and Maths B (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 54 (Average)

Course coordinator: Prof Erhan Kozan (Science and Technology); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Dr Tommy Tang (Economics); Dr Anup Basu (Finance)

Campus: Gardens Point

Course structure - Accountancy Major (For students with SA in Senior Maths B & C)

Year 1, Semester 1

BSB110	Accounting
BSB113	Economics
MAB101	Statistical Data Analysis 1
MAB111	Mathematical Sciences 1B

Year 1, Semester 2

AYB121	Financial Accounting
BSB119	Global Business
BSB122	Quantitative Analysis and Finance
MAB112	Mathematical Sciences 1C
MAB210	Statistical Modelling 1

Year 2, Semester 1

AYB220	Company Accounting
BSB111	Business Law and Ethics
MAB311	Advanced Calculus Mathematics Elective (Level 2)

Year 2, Semester 2

AYB221	Computerised Accounting Systems
BSB126	Marketing
MAB220	Computational Mathematics 1
MAB313	Mathematics of Finance Business Double Major / Extended Major /

Specialisation Unit

Year 3, Semester 1

AYB225	Management Accounting
BSB115	Management
MAB312	Linear Algebra Mathematics Elective (Level 2) Business Double Major / Extended Major / Specialisation Unit

Year 3, Semester 2

BSB114	Government, Business and Society Mathematics Elective (Level 2 or 3) Mathematics Elective (Level 2 or 3) Business Double Major / Extended Major / Specialisation Unit
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Year 4, Semester 1

AYB301	Audit and Assurance Mathematics Elective (Level 2 or 3) Mathematics Elective (Level 2 or 3) Mathematics Elective (Level 2 or 3) Business Double Major / Extended Major / Specialisation Unit
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Year 4, Semester 2

Mathematics Elective (Level 2 or 3)
Mathematics Elective (Level 2 or 3)
Business Double Major / Extended Major / Specialisation Unit
Business Double Major / Extended Major / Specialisation Unit

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Accountancy Major (For students with SA in Senior Maths B only)

Year 1, Semester 1

BSB110	Accounting
BSB113	Economics
MAB100	Mathematical Sciences 1A
MAB101	Statistical Data Analysis 1

Year 1, Semester 2

AYB121	Financial Accounting
BSB122	Quantitative Analysis and Finance
MAB111	Mathematical Sciences 1B
MAB112	Mathematical Sciences 1C

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MAB210 Statistical Modelling 1

to check for course structure changes.

Year 2, Semester 1

AYB220 Company Accounting
BSB111 Business Law and Ethics
MAB311 Advanced Calculus
Mathematics Elective

Year 2, Semester 2

AYB221 Computerised Accounting Systems
BSB126 Marketing
MAB220 Computational Mathematics 1
MAB313 Mathematics of Finance
Business Double Major / Extended Major /
Specialisation Unit

Year 3, Semester 1

AYB225 Management Accounting
BSB115 Management
MAB312 Linear Algebra
Mathematics Elective (Level 2 or 3)
Business Double Major / Extended Major /
Specialisation Unit

Year 3, Semester 2

BSB114 Government, Business and Society
Mathematics Elective (Level 2 or 3)
Mathematics Elective (Level 2 or 3)
Business Double Major / Extended Major /
Specialisation Unit

Year 4, Semester 1

AYB301 Audit and Assurance
Mathematics Elective (Level 2 or 3)
Mathematics Elective (Level 2 or 3)
Mathematics Elective (Level 2 or 3)
Business Double Major / Extended Major /
Specialisation Unit

Year 4, Semester 2

Mathematics Elective (Level 2 or 3)
Mathematics Elective (Level 2 or 3)
Business Double Major / Extended Major /
Specialisation Unit
Business Double Major / Extended Major /
Specialisation Unit

NOTE: Students must select BSB119 International & Electronic Business to replace one of the Mathematics Electives.

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

NOTE: Please refer to "Course Updates - List of re-coded and replacement Business units"

Course structure - Banking and Finance Major (for students with SA in Senior Maths B & C)

Year 1, Semester 1

BSB110 Accounting
BSB113 Economics
MAB101 Statistical Data Analysis 1
MAB111 Mathematical Sciences 1B

Year 1, Semester 2

BSB119 Global Business
BSB122 Quantitative Analysis and Finance
EFB102 Economics 2
MAB112 Mathematical Sciences 1C
MAB210 Statistical Modelling 1

Year 2, Semester 1

BSB126 Marketing
EFB210 Finance 1
MAB311 Advanced Calculus
Mathematics Elective (Level 2)

Year 2, Semester 2

BSB111 Business Law and Ethics
BSB114 Government, Business and Society
EFB307 Finance 2
MAB220 Computational Mathematics 1
MAB313 Mathematics of Finance

Year 3, Semester 1

BSB115 Management
EFB201 Financial Markets
MAB312 Linear Algebra
Mathematics Elective (Level 2)
Business Double Major/Extended
Major/Specialisation

Year 3, Semester 2

EFB312 International Finance
Mathematics Elective (Level 2 or 3)
Business Double Major/Extended
Major/Specialisation
Business Double Major/Extended
Major/Specialisation

Year 4, Semester 1

Mathematics Elective (Level 2 or 3)
Mathematics Elective (Level 2 or 3)
Mathematics Elective (Level 2 or 3)
Business Double Major/Extended
Major/Specialisation

Business Double Major/Extended Major/Specialisation

Year 4, Semester 2

Mathematics Elective (Level 2 or 3)
 Mathematics Elective (Level 2 or 3)
 Mathematics Elective (Level 2 or 3)
 Business Double Major/Extended Major/Specialisation

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Banking and Finance Major (for students with SA in Senior Maths B only)

Year 1, Semester 1

BSB110 Accounting
 BSB113 Economics
 MAB100 Mathematical Sciences 1A
 MAB101 Statistical Data Analysis 1

Year 1, Semester 2

BSB122 Quantitative Analysis and Finance
 EFB102 Economics 2
 MAB111 Mathematical Sciences 1B
 MAB112 Mathematical Sciences 1C
 MAB210 Statistical Modelling 1

Year 2, Semester 1

BSB126 Marketing
 EFB210 Finance 1
 MAB311 Advanced Calculus
 Mathematics Elective (Level 2)

Year 2, Semester 2

BSB111 Business Law and Ethics
 BSB114 Government, Business and Society
 EFB307 Finance 2
 MAB220 Computational Mathematics 1
 MAB313 Mathematics of Finance

Year 3, Semester 1

BSB115 Management
 EFB201 Financial Markets
 MAB312 Linear Algebra
 Mathematics Elective (Level 2)
 Business Double Major/Extended Major/Specialisation

Year 3, Semester 2

EFB312 International Finance
 Mathematics Elective (Level 2 or 3)
 Business Double Major/Extended Major/Specialisation
 Business Double Major/Extended Major/Specialisation

Year 4, Semester 1

Mathematics Elective (Level 2 or 3)
 Mathematics Elective (Level 2 or 3)
 Mathematics Elective (Level 2 or 3)
 Business Double Major/Extended Major/Specialisation
 Business Double Major/Extended Major/Specialisation

Year 4, Semester 2

Mathematics Elective (Level 2 or 3)
 Mathematics Elective (Level 2 or 3)
 Mathematics Elective (Level 2 or 3)
 Business Double Major/Extended Major/Specialisation

Business Units

NOTE: Students must select BSB119 International & Electronic Business to replace one of the Mathematics Electives
 Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units
 Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Economics Major (for students with SA in Senior Maths B & C)

Year 1, Semester 1

BSB110 Accounting
 BSB113 Economics
 MAB101 Statistical Data Analysis 1
 MAB111 Mathematical Sciences 1B

Year 1, Semester 2

BSB119 Global Business
 BSB122 Quantitative Analysis and Finance
 EFB102 Economics 2
 MAB112 Mathematical Sciences 1C
 MAB210 Statistical Modelling 1

Year 2, Semester 1

EFB202 Business Cycles and Economic Growth
 EFB211 Firms, Markets and Resources
 MAB311 Advanced Calculus

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Mathematics Elective (Level 2)

BSB113 Economics

MAB100 Mathematical Sciences 1A

MAB101 Statistical Data Analysis 1

Year 2, Semester 2

BSB114 Government, Business and Society

BSB126 Marketing

Business Double Major/Extended Major/Specialisation

MAB220 Computational Mathematics 1

MAB313 Mathematics of Finance

Year 1, Semester 2

BSB122 Quantitative Analysis and Finance

EFB102 Economics 2

MAB111 Mathematical Sciences 1B

MAB112 Mathematical Sciences 1C

MAB210 Statistical Modelling 1

Year 3, Semester 1

BSB115 Management

MAB312 Linear Algebra

Mathematics Elective (Level 2)

Business Double Major/Extended Major/Specialisation

Business Double Major/Extended Major/Specialisation

Year 2, Semester 1

EFB202 Business Cycles and Economic Growth

EFB211 Firms, Markets and Resources

MAB311 Advanced Calculus

Mathematics Elective (Level 2)

Year 3, Semester 2

EFB314 International Trade and Economic Competitiveness

Mathematics Elective (Level 2 or 3)

Business Double Major/Extended Major/Specialisation

Business Double Major/Extended Major/Specialisation

Year 2, Semester 2

BSB114 Government, Business and Society

BSB126 Marketing

EFB329 Contemporary Applications of Economics Theory

MAB220 Computational Mathematics 1

MAB313 Mathematics of Finance

Year 4, Semester 1

BSB111 Business Law and Ethics

Mathematics Elective (Level 2 or 3)

Mathematics Elective (Level 2 or 3)

Mathematics Elective (Level 2 or 3)

Business Double Major/Extended Major/Specialisation

Year 3, Semester 1

BSB115 Management

MAB312 Linear Algebra

Mathematics Elective (Level 2)

Business Double Major/Extended Major/Specialisation

Business Double Major/Extended Major/Specialisation

Year 4, Semester 2

Mathematics Elective (Level 2 or 3)

Mathematics Elective (Level 2 or 3)

Mathematics Elective (Level 2 or 3)

Business Double Major/Extended Major/Specialisation

Year 3, Semester 2

EFB314 International Trade and Economic Competitiveness

Mathematics Elective (Level 2 or 3)

Business Double Major/Extended Major/Specialisation

Business Double Major/Extended Major/Specialisation

Business Units

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Economics Major (for students with SA in Senior Maths B only)

Year 1, Semester 1

BSB110 Accounting

Year 4, Semester 1

BSB111 Business Law and Ethics

Mathematics Elective (Level 2 or 3)

Mathematics Elective (Level 2 or 3)

Mathematics Elective (Level 2 or 3)

Business Double Major/Extended Major/Specialisation

Year 4, Semester 2

Mathematics Elective (Level 2 or 3)

Mathematics Elective (Level 2 or 3)

Mathematics Elective (Level 2 or 3)

Business Double Major/Extended Major/Specialisation

Major)

EFB200	Applied Regression Analysis
EFB210	Finance 1
EFB324	Macroeconomics and Global Financial Markets
EFB325	Financial Microeconomics
	Plus two units from the Financial Economics Extended Major Options list below:
EFB201	Financial Markets
EFB326	Applied Portfolio Management
EFB327	Econometrics of Financial Markets
EFB328	Public Economics and Finance

Business Units

NOTE: Students must select BSB119 International & Electronic Business to replace one of the Mathematics Electives.

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Extended Major in Banking

AYB225	Management Accounting
AYB312	Financial Institutions Law
EFB310	Financial Institutions - Control
EFB311	Financial Institutions - Lending
	Plus two units from the Banking Extended Major Options listed below:

EFB200	Applied Regression Analysis
EFB308	Finance 3
EFB309	Financial Derivatives
EFB318	Portfolio and Security Analysis
EFB326	Applied Portfolio Management

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Extended Major in Funds Management

AYB225	Management Accounting
EFB308	Finance 3
EFB309	Financial Derivatives
EFB318	Portfolio and Security Analysis
	Plus two units from the Funds Management Extended Major Options list below:

AYB312	Financial Institutions Law
EFB200	Applied Regression Analysis
EFB310	Financial Institutions - Control
EFB311	Financial Institutions - Lending
EFB326	Applied Portfolio Management

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Extended Major in Financial Economics (for Banking & Finance Major)

EFB200	Applied Regression Analysis
EFB202	Business Cycles and Economic Growth
EFB211	Firms, Markets and Resources
EFB325	Financial Microeconomics
	Plus two units from the Financial Economics Extended Major Options list below
EFB308	Finance 3
EFB309	Financial Derivatives
EFB318	Portfolio and Security Analysis
EFB324	Macroeconomics and Global Financial Markets
EFB326	Applied Portfolio Management

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Extended Major in Professional Accounting

AYB223	Law of Business Associations
AYB325	Taxation Law
EFB102	Economics 2
EFB210	Finance 1
AYB311	Financial Accounting Issues
AYB321	Strategic Management Accounting

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course structure - Mathematics Units

Level 2 units	
MAB311	Advanced Calculus

Extended Major in Financial Economics (for Economics

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MAB312	Linear Algebra	BSB119	now retitled BSB119 Global Business
MAB313	Mathematics of Finance	BSB122	is replaced by BSB123 Data Analysis
MAB314	Statistical Modelling 2		
MAB315	Operations Research 2		
MAB413	Differential Equations		
MAB414	Applied Statistics 2		
MAB420	Computational Mathematics 2		
MAB422	Mathematical Modelling		
MAB461	Discrete Mathematics		
MAB480	Introduction to Scientific Computation		
MAB481	Visualisation and Data Analysis		

Accountancy Core units

AYB121	is now AYB200 Financial Accounting AYB121
AYB220	is now AYB340 Company Accounting AYB220
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Level 3 units

MAB521	Applied Mathematics 3
MAB522	Computational Mathematics 3
MAB524	Statistical Inference
MAB525	Operations Research 3A
MAB533	Statistical Techniques
MAB536	Time Series Analysis
MAB613	Partial Differential Equations
MAB623	Financial Mathematics
MAB624	Applied Statistics 3
MAB625	Operations Research 3B
MAB640	Industry Project
MAB681	Advanced Visualisation and Data Analysis
MAB672	Advanced Mathematical Modelling

NOTES: - MAB311 Advanced Calculus and MAB312 Linear Algebra are mandatory for students who commenced in 2004 onwards. They can be taken in a different semester 1 to that suggested in the programs above.

- For students commencing in 2004 onwards, the units MAB523 Introduction to Quality Management and MAB621 Discrete Mathematics do not contribute to the mandatory 48 credit points minimum from Level 3 Mathematics units. This does not apply for students who commenced prior to 2004.

- MAB681 will not be offered in 2008, but will be offered in Semester 2 2009 and every second year.

Course structure

This course has been discontinued. Currently enrolled students should check with the relevant Faculty for course progression and enrolment advice.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the

FACULTY OF BUSINESS

<p>School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)</p> <p>IBB300 is now AMB369 International Business Strategy</p> <p>IBB308 is replaced by MGB340 International Business in the Asia-Pacific</p>	<p style="text-align: center;">Applications</p> <p>Financial Economics Extended Major (FEX) (for Economics Students)</p> <p>EFB200 is replaced by EFB333 Introductory Econometrics</p> <p>EFB324 is replaced by EFB201 Financial Markets</p> <p>EFB325 is replaced by EFB337 Game Theory and Applications</p>
Management Core units	
MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	
Marketing Core units	
AMB241 is now AMB335 E-Marketing Strategies	
AMB341 is now AMB359 Strategic Marketing	
Public Relations Core units	
AMB260 is replaced by AMB263 Introduction to Public Relations	
AMB360 is replaced by AMB373 Corporate Communication	
AMB361 is replaced by AMB379 Public Relations Campaigns	
Business Law and Tax Extended Major (BLX)	
AYB223 replaced by AYB230 Corporations Law	
AYB325 is now AYB219 Taxation Law	
AYB305 is replaced by AYB205 Law of Business Entities	
AYB312 is now AYB232 Financial Institutions	
Professional Accounting Extended Major (PAX)	
AYB223 is replaced by AYB230 Corporations Law	
AYB325 is now AYB219 Taxation Law	
Advertising Extended Major (ADX)	
AMB230 now retitled AMB230 Digital Promotions	
AMB330 now retitled AMB330 Advertising Planning Portfolio	
Banking Extended Major (BFX)	
AYB312 is now AYB232 Financial Institutions Law	
EFB200 is replaced by EFB333 Introductory Econometrics	
EFB318 is replaced by EFB335 Investments	
Financial Economics Extended Major (FEX) (for Banking & Finance Students)	
EFB200 is replaced by EFB333 Introductory Econometrics	
EFB202 is replaced by EFB330 Intermediate Macroeconomics	
EFB211 is replaced by EFB331 Intermediate Microeconomics	
EFB325 is replaced by EFB336 International Economics	
EFB318 is replaced by EFB335 Investments	
EFB324 is replaced by EFB337 Game Theory and	
	Funds Management Extended Major (FDX)
	EFB318 is replaced by EFB335 Investments
	AYB312 is now AYB232 Financial Institutions Law
	EFB200 is replaced by EFB333 Introductory Econometrics
	Human Resource Management Extended Major (HRX)
	MGB315 is now MGB370 Personal and Professional Development
	IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
	MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
	International Business Extended Major (IBX)
	IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
	IBB303 is now AMB303 International Logistics
	AMB230 now retitled AMB230 Digital Promotions
	IBB312 is replaced by AMB300 Independent Project 1
	Management Extended Major (MNX)
	IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
	MGB218 is now MGB324 Managing Business Growth
	MGB315 is now MGB370 Personal & Professional Development
	IBB210 is replaced by AMB210 Import and Exporting
	IBB303 is now AMB303 International Logistics
	Marketing Extended Major (MKX)
	AMB251 now retitled AMB251 Innovation and Brand Management
	AMB260 is replaced by AMB263 Introduction to Public Relations
	AMB351 is now AMB209 Tourism Marketing
	AMB352 is replaced by AMB252 Business Decision Making
	AMB354 is now AMB208 Events Marketing
	IBB213 is now AMB336 International Marketing
	IBB303 is now AMB303 International Logistics
	Public Relations Extended Major (PRX)
	AMB370 is replaced by AMB374 Global Public Relations Cases

AMB371 is replaced by AMB375 Public Relations Management

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Business Law and Tax Specialisation (BLS)

AYB223 is replaced by AYB230 Corporations Law
 AYB325 is now AYB219 Taxation Law
 AYB305 is now AYB205 Company Law & Practice
 AYB312 is now AYB232 Financial Institutions Law
 BSB213 is now AYB115 Governance Issues in E-Business

Potential Careers:

Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Computer Game Programmer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Investment Manager, Market Research Manager, Mathematician, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.

Electronic Business Specialisation (EUS)

BSB212 is replaced by AYB114 Business Technologies
 BSB213 is replaced by AYB115 Governance Issues and Fraud
 BSB314 is replaced by AYB341 Forensic and Business Intelligence
 ITB233 is now INB312 Enterprise Systems Applications
 ITB823 is now INB830 Web Sites for E-Commerce
 ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2
 EFB202 is replaced by EFB330 Intermediate Macroeconomics
 EFB211 is replaced by EFB331 Intermediate Microeconomics
 EFB329 is now 338 Contemporary Applications of Economics
 EFB314 is replaced by EB336 International Economics
 EFB324 is replaced by EFB201 Financial Markets
 EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations
 AMB230 now retitled AMB230 Digital Promotions
 AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics
 BSB314 is replaced by AYB341 Forensic and Business Intelligence
 IBB210 is replaced by AMB210 Importing and Exporting
 EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion
 AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

Bachelor of Applied Science/Bachelor of Business (IF61)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,300 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 419832

Past rank cut-off: 80

Past OP cut-off: 10

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and Maths B (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 54 (average)

Course coordinator: Dr Perry Hartfield (Science and Technology); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

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This course has been discontinued. Currently enrolled students should check with the relevant Faculty for course progression and enrolment advice.

Potential Careers:

Academic, Account Executive, Accountant, Advertising Professional, Analytical Chemist, Astrophysicist, Banker, Banking and Finance Professional, Biochemist, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Business Analyst, Chemist, Chemist Industrial, Clinical Laboratory Scientist, Coastal Scientist, Conservation Biologist, Ecologist, Economist, Environmental Scientist, Estimator, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Forensic Scientist, Funds Manager, Geologist, Geophysicist, Geoscientist, Government Officer, Health Physicist, Home Economist, Human Resource Developer, Human Resource Manager, Hydrogeologist, Immunologist, Industrial Chemist, International Business Specialist, Investment Manager, Laboratory Technician (Chemistry), Manager, Marine Scientist, Marketing Officer/Manager, Medical Biotechnologist, Medical Physicist, Microbiologist, Molecular Biologist, Natural Resource Scientist, Physicist, Plant Biotechnologist, Policy Officer, Population Ecologist, Programmer, Public Servant, Stockbroker, Virologist.

Bachelor of Applied Science (in Human Movement Studies)/Bachelor of Business (Accountancy, Banking and Finance, Economics or Marketing) (IF62)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

Domestic Entry: February

International Entry: February and July

QTAC code: 409322

Past rank cut-off: 80

Past OP cut-off: 10

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 54 (average)

Course coordinator: Dr Ian Rensahw (HMS); Dr Erica French (Business); HMS enrolment queries to email: enquirieshms@qut.com or phone: 07 3138 4697

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

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This course has been discontinued. Currently enrolled students should check with the relevant Faculty for course progression and enrolment advice.

Potential Careers:

Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Community Health Officer, Community Worker, Corporate Secretary, Disability Services Worker, Economist, Educator, Exchange Student, Exercise Physiologist, Financial Advisor/Analyst, Financial Project Manager, Fitness Assessor/Personal Trainer, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, International Business Specialist, Investment Manager, Manager, Manufacturer, Marketing Officer/Manager, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Rehabilitation Engineer, Rehabilitation Professionals, Risk Manager, Sports Scientist, Stockbroker, TAFE Teacher, Teacher, Trainer, Youth Worker.

Bachelor of Applied Science (in Human Movement Studies)/Bachelor of Business (Advertising, Human Resource Management, International Business, Management or Public Relations) (IF62)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 Years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

Domestic Entry: February

International Entry: February and July

QTAC code: 409322

Past rank cut-off: 80

Past OP cut-off: 10

OP Guarantee: Yes

Assumed knowledge: English (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 54 (average)

Course coordinator: Dr Ian rensaw (HMS); Dr Erica French(Business); HMS enrolment queries to email: enquirieshms@qut.com or phone: 07 3138 4697

Discipline coordinator: Ms Gayle Kerr (Advertising); Ms Amanda Gudmundsson (HRM); Mr Simon Ridings (International Business); Dr Paul Barnes (Management); Ms Robina Xavier (Public Relations)

Campus: Gardens Point and Kelvin Grove

Discontinuation

From Semester 1, 2007, a revised version of this double degree program will be introduced. This course has been recoded IX47 Bachelor of Applied Science (in Human Movement Studies)/Bachelor of Business and there have been significant changes to the course structure of this program.

Students will be permitted to remain enrolled and graduate from the existing double degree program up to the end of 2009. Students enrolled in the existing program will be given the opportunity to transfer to the new course where appropriate.

Other Majors

See also the separate entry for the following majors in this course: Bachelor of Applied Science (in Human Movement Studies)/Bachelor of Business (Accountancy, Banking and Finance, Economics, or Marketing).

Recommended Study

Any of: Maths B or C, Chemistry, Physics, Biological Science, Health Education, Physical Education, or Health and Physical Education.

Career Outcomes

The Bachelor of Applied Science in Human Movement Studies course provides skills for careers in a range of exercise and sports science settings such as corporate health and fitness, family and community services, the health and fitness industry, local/state government agencies, state sporting associations, rehabilitation clinics, institutes of sport, universities and colleges and personal training.

Advertising graduates enter the marketplace as copywriters, media planners, account executives, media representatives, product managers and researchers. Graduates of the Human Resource Management major can expect to find employment in the public and private sectors in all areas of human resource management including recruitment, training and development, international staffing, industrial relations, pay systems and strategic human resources planning. The International Business major equips graduates for careers in companies engaged in international trade, multinational companies and financial institutions dealing with international marketing and investments, and public sector careers in foreign economic relations. Management graduates may also find employment in commercial and industrial firms, banks, insurance companies, federal, state and local government agencies, small business and in management consultancies. Public Relations graduates enter the marketplace as public relations managers and consultants, editors of trade and specialist publications, speechwriters, information officers, corporate communication officers and professionals, and special events managers.

Professional Recognition

Graduates may be eligible for membership of the Australian Association for Exercise and Sports Science, and, depending on the choice of major, extended major or specialisation, graduates may be eligible for membership of:
*All majors: Chartered Secretaries Australia (CSA) - enrolment in the Graduate Diploma in Applied Corporate Governance.

*Advertising - Advertising Federation of Australia, Australian Association of National Advertisers, Australian Direct Marketing Association.

*HRM - Australian Human Resources Institute, Australian Institute of Training and Development (AITD), Australian Institute of Management (AIM).

*International Business - Economic Society of Australia, Australian Institute of Export(Qld) Ltd.

*Management- Australian Institute of Management (AIM).

*Public Relations - Public Relations Institute of Australia.

Course Design

Students are required to complete 432 credit points comprised of 216 credit points from the Bachelor of Applied Science (in Human Movement Studies) program and 216 credit points from the Bachelor of Business program.

Deferment

QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses

using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience. Further information is available at www.deferment.qut.edu.au

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This course has been discontinued. Currently enrolled students should check with the relevant Faculty for course progression and enrolment advice.

Potential Careers:

Account Executive, Administrator, Advertising Professional, Aged Services Worker, Banker, Banking and Finance Professional, Biomechanical Engineer, Business Analyst, Certified Practising Accountant, Community Education Officer, Community Health Officer, Community Worker, Disability Services Worker, Exchange Student, Exercise Physiologist, Facilities Manager, Family Services Officer, Fitness Assessor/Personal Trainer, Government Officer, Health Information Manager, Health Physicist, Health Services Manager, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Information Officer, International Business Specialist, Manager, Medical Equipment Sales, Occupational Health and Safety Officer, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Sports Scientist, Trainer, Youth Worker.

Graduate Certificate in Advertising (IF94)

Year offered: 2010

Admissions: Yes

CRICOS code: 048325E

Course duration (full-time): 1 semester

Course duration (part-time): 2 semesters

Domestic fees (indicative): 2010: Full fee tuition \$8,750 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February and July

International Entry: February and July

Total credit points: 48

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Helen Klæbe (Creative Industries); Dr Amanda Gudmundsson (Business)

Discipline coordinator: Ms Louise Grayson (Creative Industries); Bill Proud (Business)

Campus: Gardens Point and Kelvin Grove

KIP424	Advertising Creative: Introduction
	Choose one from the following units (KIP426 is strongly recommended):
KIP401	Visual Communication
KIP426	Advertising Creative: Copywriting and Art Direction

Potential Careers:

Advertising Professional.

Overview

The real world of advertising involves strategy, planning, and creativity. If you are looking to freshen up your skills or move into advertising, this program offered by the Creative Industries and Business faculties provide you with an opportunity to do both.

These courses provide the opportunity for you to develop skills in copywriting, art direction, creative campaign production, and production management. These skills will be applied across print media, television, radio, direct mail, and the Internet.

Entry Requirements

A bachelor degree with an overall grade point average of 5 or above (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry. Previous tertiary study, grade point average and relevant professional experience at an advanced level will be considered.

Course Structure

To graduate with a Graduate Certificate in Advertising, students are required to successfully complete 48 credit points, as specified in the course structure below.

Articulation

This course articulates into IX96 Master of Advertising (Creative Advertising) or BS16 Master of Business (Strategic Advertising).

Full-time and Part time course structure

Semester 1

*Part time students will enrol in two units over two semesters.

AMN420 Advertising Management

AMN421 Contemporary Issues in Advertising

Bachelor of Business(Accountancy and Economics)/Bachelor of Education (Secondary) (IX03)

Year offered: 2010

Admissions: No

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP rate 2010 available July 2009

Domestic Entry: February

International Entry: February

QTAC code: This course is no longer offered

Past rank cut-off: 80

Past OP cut-off: 10

OP Guarantee: Yes

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 432

Standard credit points per full-time semester: 54 (average)

Course coordinator: Dr Erica French (Business), Dr Mal Shield (Education)

Discipline coordinator: Ms Ros Kent (Accountancy); Dr Tommy Tang (Economics)

Campus: Gardens Point and Kelvin Grove

Discontinuation

This course has been discontinued in 2006. However, students who are currently enrolled in the course will be able to transfer to the appropriate program or continue with their enrolment to the completion of the course.

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This course has been discontinued. Currently enrolled students should check with the relevant Faculty for course progression and enrolment advice.

Potential Careers:

Accountant, Actuary, Adult/Workplace Educator, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Community Worker, Corporate Secretary, Economist, Educator, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Higher Education Worker, Home Economist, Investment Manager, Manager, Public Servant, Risk Manager, Secondary School Teacher, Stockbroker, TAFE Teacher, Teacher, Youth Worker.

Bachelor of Exercise and Movement Science/ Bachelor of Business (IX17)

Year offered: 2010

Admissions: Yes

CRICOS code: 070078J

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,838 (indicative) per semester

Domestic Entry: February

International Entry: February

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and Maths A, B or C (4, SA).

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Course coordinator: Dr Ian Renshaw (ExMovementSc); Dr Erica French (Director of Studies, Faculty of Business); see BS05 for discipline coordinators in Business; HMS enrolment queries to email: enquirieshms@qut.edu.au or phone: 07 3138 4697

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoo Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Overview

IX17 Bachelor of Exercise and Movement Science/ Bachelor of Business will replace IX47 Bachelor of Applied Science (in Human Movement Science)/ Bachelor of Business from 2010 for all commencing students.

The four year Bachelor of Exercise and Movement Science/ Bachelor of Business combines the major elements of the single degrees in business and in exercise and movement science. It provides students with general business theory and skills and with both foundation knowledge in the exercise and movement sciences and their applications to health and wellness, or sport science and performance assessment.

Entry requirements

Successful completion of Queensland Year 12 or equivalent at an achievement level to meet the tertiary cut-off score administered by the Queensland Tertiary Admission Centre (QTAC) for this course. Entry requirements for the double degree awards will use the tertiary cut-off score of the award component with the highest entry level.

Assumed knowledge

From 2011, English (4 SA) and Maths B (4 SA) and at least one of: Chemistry, Physics, Biological Science. Recommended study: Health Education or Physical Education.

Career outcomes

Graduates of this four-year program pursue a broad range of careers including those in corporate and community health, wellness and fitness, and sports performance. The course is intended to prepare students for careers spanning the whole range of business to more specialised occupations in exercise, sport or health. Students will be well prepared for entrepreneurial or management roles in professional and community sporting organisations, the fitness industry, private or government health organisations, and private practices.

Course Design

Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Exercise and Movement Science program and 192 credit points from the Bachelor of Business program.

Business: Students must complete the 96 credit points Faculty Core Units in the Business program together with a 96 credit point Major.

Professional recognition

Accreditation with Exercise and Sports Science Australia (ESSA) is being sought for the course to give graduates professional recognition as Exercise Scientists.

Business component: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. Click on the link for more information:

www.bus.qut.edu.au/study/currentstude/profrecognition.jsp

Pathways

Graduates can apply for admission to the HM44 Bachelor of Clinical Exercise Physiology if they should wish to achieve full Exercise Physiologist status.

Deferment

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

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

Find out more on deferment.

Further information

For information about this course, please call the School of Human Movement Studies on +61 7 3138 4697 or email enquirieshms@qut.edu.au OR the Faculty of Business 61 7 3138 2050 or email bus@qut.edu.au

Course structure

Year 1, Semester 1

HMB171 Fitness Health and Wellness

FACULTY OF BUSINESS

LSB131 Anatomy
Business Faculty Core Unit
Business Faculty Core Unit

HMB362 Biomechanics 2
HMB371 Motor Control And Learning 2
HMB381 Exercise Physiology 2

Year 1, Semester 2

HMB172 Nutrition and Physical Activity
LSB231 Physiology
Business Faculty Core Unit
Business Faculty Core Unit

Year 2, Semester 1

HMB271 Foundations of Motor Control, Learning and Development
HMB274 Functional Anatomy
Business Faculty Core Unit
Business Faculty Core Unit

Year 2, Semester 2

HMB272 Biomechanics
HMB273 Exercise Physiology 1
Business Faculty Core Unit
Business Faculty Core Unit

Year 3, Semester 1

HMB382 Principles of Exercise Prescription
PYB012 Psychology
Business Faculty Core Unit
Business Faculty Core Unit

Year 3, Semester 2

HMB275 Exercise and Sport Psychology
HMB282 Resistance Training
Business Faculty Core Unit
Business Faculty Core Unit

Year 4, Semester 1

HMB470 Practicum 1
List A Exercise and Movement Science Elective
Business Faculty Core Unit
Business Faculty Core Unit

Year 4, Semester 2

HMB276 Research in Human Movement
List A Exercise and Movement Science Elective
Business Faculty Core Unit
Business Faculty Core Unit

List A - Exercise and Movement Science Electives

List A - Exercise and Movement Science Electives

HMB361 Functional Anatomy 2

Accountancy Major

Year 1 Semester 1

BSB110 Accounting
BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB126 Marketing
BSB113 Economics

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

AMB200 Consumer Behaviour

AMB220 Advertising Theory and Practice

Core Units

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
BSB123 Data Analysis

Economics Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB123 Data Analysis

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Business Faculty Core Units
Choice units or remaining Business Faculty Core Units

Year 4 Semester 1

Choice units or remaining Business Faculty Core Units
Choice units or remaining Business Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
Choice units or remaining Business Faculty

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy
EFB336 International Economics
EFB337 Game Theory and Applications

Important Note:

Note: The remaining Business Faculty Core Units are BSB119 and BSB126 which must be completed.

Finance Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance
EFB210 Finance 1

Year 3 Semester 2

EFB201 Financial Markets
EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2
EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB126 Marketing
BSB119 Global Business

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

MGB225 Intercultural Communication and Negotiation Skills
AYB227 International Accounting

Year 3 Semester 2

AMB210 Importing and Exporting
EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-Pacific
AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

AMB379 Public Relations Campaigns
BSB123 Data Analysis

Year 2 Semester 2

BSB110 Accounting
BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Year 4 Semester 2

Potential Careers:

Accountant, Advertising Professional, Banking and Finance Professional, Business Analyst, Business Development Officer, Director of Health Programs and Services, Economist, Facilities Manager, Fitness Assessor/Personal Trainer, Health Educator, Health Policy Officer, Health Promotion Officer, Human Resource Manager, Marketing Officer/Manager, Policy Officer, Public Health Program Manager, Public Relations Officer/Consultant, Sports Scientist.

Bachelor of Business / Bachelor of Engineering (IX28)

Year offered: 2010

Admissions: Yes

CRICOS code: 061649J

Course duration (full-time): 5 years (10 semesters)

Domestic fees (indicative): 2010: CSP \$3,700 (indicative) per semester

International Fees (indicative): 2010: \$11,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 419532

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for accountancy, economics, finance and marketing majors: Maths B (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Course coordinator: Dr R.Mahalinga-Iyer (Engineering); Dr Erica French (Business)

Discipline coordinator: Dr Jasmine Banks (Engineering); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Recommended Study

Chemistry, Maths C and Physics are recommended.

Career Outcomes

Electrical and computer engineers design, install and maintain electrical, electronic, telecommunications and computing systems on behalf of governments and private companies. Graduates of the Bachelor of Business are skilled in many aspects of business including: accountancy, advertising, banking and finance, economics, electronic business, human resource management, international business, management, marketing and public relations.

Overview

Students combine engineering knowledge in electronics, computer systems, telecommunications and electric power with a business course majoring in one of accountancy, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Professional Recognition

This degree meets the requirements for membership of Engineers Australia.

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on

professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Special Course Requirements

A candidate for the degree of Bachelor of Engineering must obtain at least 60 days of industrial employment/practice in an engineering environment as part of the Work Integrated Learning unit, before graduating.

Course Design

Students are required to complete 480 credit points comprised of 288 credit points from the Bachelor of Engineering program and 192 credit points from the Bachelor of Business program. Students supplement the engineering component of this program with the 96 credit point Faculty Core units in the Bachelor of Business program together with a 96 credit point Major in one of the following: Accountancy, Advertising, Economics, Finance, Human Resource Management, International Business, Management, Marketing or Public Relations.

International Student Entry

International students must maintain an enrolment program that will allow them to complete their course within the specified timeframe of their eCoE (electronic Confirmation of Enrolment).

Deferment

All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

Important Information

Faculty of Business rules and procedures are outlined in the Undergraduate Guidelines booklet.

Other useful information can be found on Student Services website.

Further Information

Faculty of Built Environment and Engineering: Phone +61 7 3138 1993, Fax +61 7 3138 1516, email:

bee.enquiries@qut.edu.au

Faculty of Business: Phone +61 7 3138 2050, Fax +61 7 3138 1055, email: bus@qut.edu.au

Course structure - Civil Engineering - Students who commenced in 2010

Year 1, Semester 1

ENB110 Engineering Statics and Materials

MAB125 Foundations of Engineering Mathematics

OR

MAB126 Mathematics for Engineering 1

FACULTY OF BUSINESS

Business Unit
Business Unit

BEB801 Project 1
ENB372 Design and Planning of Highways
ENB378 Water Engineering
Business Unit

Year 1, Semester 2

ENB130 Mechanical and Thermal Energy
MAB126 Mathematics for Engineering 1
OR
MAB127 Mathematics for Engineering 2
Business Unit
Business Unit

Year 5, Semester 2

ENB376 Transport Engineering
ENB471 Design of Concrete Structures and Foundations
Business Unit
Business Unit

Year 2, Semester 1

ENB100 Introducing Professional Learning
ENB120 Electrical Energy and Measurements
ENB270 Engineering Mechanics of Materials
ENB273 Civil Materials

Course structure - Electrical Engineering - Students who commenced in 2010

Year 1, Semester 1

ENB120 Electrical Energy and Measurements
MAB125 Foundations of Engineering Mathematics
OR
MAB126 Mathematics for Engineering 1
Business Unit
Business Unit

Year 2, Semester 2

ENB150 Introducing Engineering Design
ENB200 Introducing Sustainability
Business Unit
Business Unit

PLEASE NOTE: YEAR 3 ONWARDS CURRENTLY BEING REVISED. (Engineering content only.)

Year 1, Semester 2

ENB130 Mechanical and Thermal Energy
MAB126 Mathematics for Engineering 1
OR
MAB127 Mathematics for Engineering 2
Business Unit
Business Unit

Year 3, Semester 1

ENB271 Design of Structural Timber and Earthworks
ENB280 Hydraulic Engineering
Business Unit
Business Unit

Year 2, Semester 1

ENB100 Introducing Professional Learning
ENB110 Engineering Statics and Materials
ENB250 Electrical Circuits
MAB127 Mathematics for Engineering 2
OR
MAB233 Engineering Mathematics 3

Year 3, Semester 2

BEB701 Work Integrated Learning 1
ENB272 Geotechnical Engineering 1
ENB275 Project Engineering 1
MAB233 Engineering Mathematics 3

Year 4, Semester 1

ENB276 Structural Engineering 1
ENB371 Geotechnical Engineering 2
Business Unit
Business Unit

Year 2, Semester 2

ENB150 Introducing Engineering Design
ENB200 Introducing Sustainability
Business Unit
Business Unit

Year 4, Semester 2

ENB375 Structural Engineering 2
Business Unit
Business Unit
Business Unit

Year 3, Semester 1

ENB240 Introduction To Electronics
ENB246 Engineering Problem Solving
Business Unit
Business Unit

Year 5, Semester 1

Year 3, Semester 2

FACULTY OF BUSINESS

ENB242	Introduction To Telecommunications
ENB243	Linear Circuits and Systems
ENB244	Microprocessors and Digital Systems
ENB245	Introduction To Design and Professional Practice

Business Unit

Year 4, Semester 1

ENB301	Instrumentation and Control
ENB340	Power Systems and Machines OR
MAB233	Engineering Mathematics 3 Business Unit Business Unit

Year 4, Semester 2

ENB345	Advanced Design and Professional Practice Business Unit Business Unit Business Unit
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Year 5, Semester 1

BEB701	Work Integrated Learning 1
BEB801	Project 1
ENB340	Power Systems and Machines OR Electrical Engineering Selective Business Unit

Year 5, Semester 2

BEB802	Project 2
ENB344	Industrial Electronics Business Unit Business Unit

Electrical Engineering Selectives

ENB448	Signal Processing and Filtering
ENB452	Advanced Power Systems Analysis
ENB453	Power Equipment and Utilisation
ENB456	Energy
ENB457	Controls, Systems and Applications
ENB458	Modern Control Systems

Course structure - Mechanical Engineering - Students who commenced in 2010

Year 1, Semester 1

ENB110	Engineering Statics and Materials
MAB125	Foundations of Engineering Mathematics OR
MAB126	Mathematics for Engineering 1 Business Unit

Year 1, Semester 2

ENB130	Mechanical and Thermal Energy
MAB126	Mathematics for Engineering 1 OR
MAB127	Mathematics for Engineering 2 Business Unit Business Unit

Year 2, Semester 1

ENB100	Introducing Professional Learning
ENB120	Electrical Energy and Measurements
ENB212	Strength of Materials
MAB127	Mathematics for Engineering 2 OR
MAB233	Engineering Mathematics 3

Year 2, Semester 2

ENB150	Introducing Engineering Design
ENB200	Introducing Sustainability Business Unit Business Unit

Year 3, Semester 1

ENB211	Dynamics
ENB231	Materials and Manufacturing 1 Business Unit Business Unit

Year 3, Semester 2

ENB205	Electrical and Computer Engineering
ENB215	Fundamentals of Mechanical Design
ENB221	Fluid Mechanics
ENB331	Materials and Manufacturing 2

Year 4, Semester 1

BEB701	Work Integrated Learning 1
ENB222	Thermodynamics 1 Business Unit Business Unit

Year 4, Semester 2

MAB233	Engineering Mathematics 3 OR Mechanical Engineering Selective Business Unit Business Unit Business Unit
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Year 5, Semester 1

BEB801	Project 1
ENB316	Design of Machine Elements
ENB311	Stress Analysis
	OR
ENB312	Dynamics of Machinery
	OR
ENB421	Thermodynamics 2 Business Unit

Year 5, Semester 2

BEB802	Project 2
ENB313	Automatic Control
	OR
ENB317	Design and Maintenance of Machinery
	OR
ENB321	Fluids Dynamics Business Unit Business Unit

Mechanical Engineering Selectives

ENB314	Industrial Noise and Vibration
ENB333	Operations Management
ENB336	Industrial Engineering
ENB422	Energy Management
ENB423	Heating, Ventilation and Air-Conditioning
ENB432	Engineering Asset Management and Maintenance
ENB433	Plant and Process Design
ENB434	Tribology
ENB435	Computer Integrated Manufacturing

Course structure - Accountancy

Year 1 Semester 1

BSB110	Accounting
BSB115	Management

Year 1 Semester 2

BSB111	Business Law and Ethics
BSB123	Data Analysis

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

AYB200	Financial Accounting
AYB225	Management Accounting

Year 3 Semester 1

AYB221	Computerised Accounting Systems
EFB210	Finance 1

Year 3 Semester 2

No Faculty of Business units studies this semester.

Year 4 Semester 1

AYB230	Corporations Law
AYB321	Strategic Management Accounting

Year 4 Semester 2

AYB219	Taxation Law
AYB301	Audit and Assurance
AYB340	Company Accounting

Year 5 Semester 1

BSB113	Economics
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Year 5 Semester 2

AYB311	Financial Accounting Issues
BSB126	Marketing

Course structure - Advertising

Year 1 Semester 1

BSB113	Economics
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

AMB220	Advertising Theory and Practice
BSB124	Working in Business

Year 3 Semester 1

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research

Year 3 Semester 2

No Faculty of Business units studies this semester.

Year 4 Semester 1

AMB318	Advertising Copywriting
AMB319	Media Planning

Year 4 Semester 2

AMB320	Advertising Management
AMB330	Advertising Planning Portfolio
BSB111	Business Law and Ethics

Year 5 Semester 1
 AMB339 Advertising Campaigns

Year 5 Semester 2
 BSB119 Global Business
 BSB123 Data Analysis

Course structure - Economics

Year 1 Semester 1
 BSB113 Economics
 BSB115 Management

Year 1 Semester 2
 BSB123 Data Analysis
 BSB124 Working in Business

Year 2 Semester 1
 No Faculty of Business units studies this semester.

Year 2 Semester 2
 BSB110 Accounting
 EFB223 Economics 2

Year 3 Semester 1
 EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics

Year 3 Semester 2
 No Faculty of Business units studies this semester.

Year 4 Semester 1
 EFB222 Quantitative Methods For Economics and Finance
 Choice units or remaining Faculty Core Units

Year 4 Semester 2
 BSB111 Business Law and Ethics
 Choice units or remaining Faculty Core Units
 Choice units or remaining Faculty Core Units

Year 5 Semester 1
 Choice units or remaining Faculty Core Units

Year 5 Semester 2
 EFB338 Contemporary Application of Economic Theory
 Choice units or remaining Faculty Core Units

Choice Units
 Choose any three of the following:
 EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy

EFB336 International Economics
 EFB337 Game Theory and Applications

Important information:
 Please note: BSB119 and BSB126 are the remaining Faculty Core Units to be completed. Please check unit availability when selecting Choice units.

Course structure - Finance

Year 1 Semester 1
 BSB113 Economics
 BSB115 Management

Year 1 Semester 2
 BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1
 No Faculty of Business units studies this semester.

Year 2 Semester 2
 BSB110 Accounting
 BSB123 Data Analysis

Year 3 Semester 1
 EFB210 Finance 1
 EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2
 No Faculty of Business units studies this semester.

Year 4 Semester 1
 BSB111 Business Law and Ethics
 EFB307 Finance 2

Year 4 Semester 2
 EFB201 Financial Markets
 EFB223 Economics 2
 EFB312 International Finance

Year 5 Semester 1
 EFB335 Investments

Year 5 Semester 2
 BSB119 Global Business
 EFB340 Finance Capstone

Course structure - Human Resource Management

Year 1 Semester 1
 BSB113 Economics

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BSB115 Management

Year 1 Semester 2

BSB111 Business Law and Ethics

BSB124 Working in Business

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB123 Data Analysis

MGB200 Leading Organisations

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Year 3 Semester 2

No Faculty of Business units studies this semester.

Year 4 Semester 1

MGB331 Learning and Development in Organisations

MGB339 Performance and Reward

Year 4 Semester 2

BSB110 Accounting

MGB201 Contemporary Employment Relations

MGB320 Recruitment and Selection

Year 5 Semester 1

BSB126 Marketing

Year 5 Semester 2

BSB119 Global Business

MGB370 Personal and Professional Development

Course structure - International Business

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB113 Economics

BSB123 Data Analysis

Year 3 Semester 1

AMB210 Importing and Exporting

AYB227 International Accounting

Year 3 Semester 2

No Faculty of Business units studies this semester.

Year 4 Semester 1

AMB303 International Logistics

MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 2

AMB336 International Marketing

BSB111 Business Law and Ethics

EFB240 Finance for International Business

Year 5 Semester 1

AMB369 International Business Strategy

Year 5 Semester 2

BSB124 Working in Business

MGB340 International Business in the Asia-pacific

Course structure - Management

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB110 Accounting

BSB119 Global Business

Year 3 Semester 1

BSB111 Business Law and Ethics

MGB200 Leading Organisations

Year 3 Semester 2

No Faculty of Business units studies this semester.

Year 4 Semester 1

BSB123 Data Analysis

MGB210 Managing Operations

Year 4 Semester 2

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MGB223	Entrepreneurship and Innovation
MGB225	Intercultural Communication and Negotiation Skills
MGB309	Strategic Management

Year 5 Semester 1

MGB324	Managing Business Growth
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Year 5 Semester 2

MGB310	Sustainability in A Changing Environment
MGB335	Project Management

Course structure - Marketing

Year 1 Semester 1

BSB113	Economics
BSB126	Marketing

Year 1 Semester 2

BSB111	Business Law and Ethics
BSB115	Management

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB110	Accounting
BSB124	Working in Business

Year 3 Semester 1

AMB201	Marketing and Audience Research
AMB240	Marketing Planning and Management

Year 3 Semester 2

No Faculty of Business units studies this semester.

Year 4 Semester 1

AMB200	Consumer Behaviour
AMB340	Services Marketing

Year 4 Semester 2

AMB202	Integrated Marketing Communication
AMB335	E-marketing Strategies
BSB123	Data Analysis

Year 5 Semester 1

AMB336	International Marketing
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Year 5 Semester 2

AMB359	Strategic Marketing
BSB119	Global Business

Course structure - Public Relations

Year 1 Semester 1

BSB119	Global Business
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

AMB201	Marketing and Audience Research
BSB113	Economics

Year 3 Semester 1

AMB263	Introduction To Public Relations
AMB264	Public Relations Techniques

Year 3 Semester 2

No Faculty of Business units studies this semester.

Year 4 Semester 1

AMB372	Public Relations Planning
AMB373	Corporate Communication

Year 4 Semester 2

AMB374	Global Public Relations Cases
AMB375	Public Relations Management
BSB123	Data Analysis

Year 5 Semester 1

AMB379	Public Relations Campaigns
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Year 5 Semester 2

BSB111	Business Law and Ethics
BSB124	Working in Business

Course structure - Civil Engineering - Students who commenced in 2009

Year 1, Semester 1

ENB101	Engineering Mechanics 1
MAB131	Engineering Mathematics 1A
	OR
MAB180	Engineering Mathematics 1B
	Business Unit
	Business Unit

Year 1, Semester 2

ENB102	Engineering Mechanics 2
MAB132	Engineering Mathematics 2A

MAB182 OR
Engineering Mathematics 2B
Business Unit
Business Unit

Engineering
ENB471 Design of Concrete Structures and
Foundations

Course structure - Civil Engineering - Students who commenced in 2007 & 2008

Year 2, Semester 1

ENB100 Introducing Professional Learning
ENB104 Engineering Materials
ENB271 Design of Structural Timber and Earthworks
MAB233 Engineering Mathematics 3

Year 1, Semester 1

ENB101 Engineering Mechanics 1
MAB131 Engineering Mathematics 1A
OR
MAB180 Engineering Mathematics 1B
Business Unit
Business Unit

Year 2, Semester 2

ENB200 Introducing Sustainability
Business Unit
Business Unit
Business Unit

Year 1, Semester 2

ENB102 Engineering Mechanics 2
MAB132 Engineering Mathematics 2A
OR
MAB182 Engineering Mathematics 2B
Business Unit
Business Unit

Year 3, Semester 1

ENB273 Civil Materials
ENB280 Hydraulic Engineering
Business Unit
Business Unit

Year 2, Semester 1

BEB100 Introducing Professional Learning
ENB104 Engineering Materials
ENB271 Design of Structural Timber and Earthworks
MAB233 Engineering Mathematics 3

Year 3, Semester 2

ENB272 Geotechnical Engineering 1
ENB274 Design of Environmentally Sustainable
Systems
ENB275 Project Engineering 1
Business Unit

Year 2, Semester 2

ENB201 Fluid Mechanics
Business Unit
Business Unit
Business Unit

Year 4, Semester 1

ENB276 Structural Engineering 1
ENB371 Geotechnical Engineering 2
Business Unit
Business Unit

Year 3, Semester 1

ENB272 Geotechnical Engineering 1
ENB273 Civil Materials
Business Unit
Business Unit

Year 4, Semester 2

ENB375 Structural Engineering 2
Business Unit
Business Unit
Business Unit

Year 3, Semester 2

ENB200 Introducing Sustainability
OR (prior to 2009)
BEB200 Introducing Sustainability
ENB274 Design of Environmentally Sustainable
Systems
ENB276 Structural Engineering 1
Business Unit

Year 5, Semester 1

BEB801 Project 1
ENB372 Design and Planning of Highways
ENB378 Water Engineering
Business Unit

Year 4, Semester 1

ENB372 Design and Planning of Highways

Year 5, Semester 2

BEB701 Work Integrated Learning 1
ENB376 Transport Engineering
ENB377 Water and Waste Water Treatment

ENB375 Structural Engineering 2
Business Unit
Business Unit

Business Unit
Business Unit

Year 4, Semester 2

ENB371 Geotechnical Engineering 2
Business Unit
Business Unit
Business Unit

Year 3, Semester 1

ENB340 Power Systems and Machines
MAB233 Engineering Mathematics 3
Business Unit
Business Unit

Year 5, Semester 1

BEB801 Project 1
ENB378 Water Engineering
ENB471 Design of Concrete Structures and Foundations
Business Unit

Year 3, Semester 2

ENB243 Linear Circuits and Systems
ENB244 Microprocessors and Digital Systems
ENB245 Introduction To Design and Professional Practice
Business Unit

Year 5, Semester 2

BEB701 Work Integrated Learning 1
ENB275 Project Engineering 1
ENB376 Transport Engineering
ENB377 Water and Waste Water Treatment Engineering

Year 4, Semester 1

ENB301 Instrumentation and Control
ENB342 Signals, Systems and Transforms
Business Unit
Business Unit

Course structure - Electrical Engineering - Students who commenced in 2009

Year 1, Semester 1

BEB100 Introducing Professional Learning
MAB131 Engineering Mathematics 1A
OR
MAB180 Engineering Mathematics 1B
Business Unit
Business Unit

Year 4, Semester 2

ENB345 Advanced Design and Professional Practice
Business Unit
Business Unit
Business Unit

Year 1, Semester 2

ENB103 Electrical Engineering
MAB132 Engineering Mathematics 2A
OR
MAB182 Engineering Mathematics 2B
Business Unit
Business Unit

Year 5, Semester 1

BEB801 Project 1
ENB346 Digital Communications
Electrical Engineering Selective
Business Unit

Year 2, Semester 1

ENB240 Introduction To Electronics
ENB242 Introduction To Telecommunications
ENB246 Engineering Problem Solving
PCB150 Physics 1H

Year 5, Semester 2

BEB701 Work Integrated Learning 1
BEB802 Project 2
ENB344 Industrial Electronics
Electrical Engineering Selective

Year 2, Semester 2

ENB200 Introducing Sustainability
Business Unit

Electrical Engineering Selectives

ENB231 Materials and Manufacturing 1
ENB334 Design For Manufacturing
ENB350 Real-time Computer-based Systems
ENB352 Communication Environments For Embedded Systems
ENB436 Mechatronics System Design
ENB440 RF and Applied Electromagnetics
ENB441 Applied Image Processing
ENB445 RF Communication Technologies
ENB446 Wireless Communications

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ENB448	Signal Processing and Filtering
ENB452	Advanced Power Systems Analysis
ENB453	Power Equipment and Utilisation
ENB454	Power System Management
ENB455	Power Electronics
ENB456	Energy
ENB457	Controls, Systems and Applications
ENB458	Modern Control Systems
INB353	Wireless and Mobile Networks
INB860	Computational Intelligence for Control and Embedded Systems

Course structure - Electrical Engineering - Students who commenced in 2007 & 2008

Year 1, Semester 1

BEB100	Introducing Professional Learning
MAB131	Engineering Mathematics 1A OR
MAB180	Engineering Mathematics 1B Business Unit Business Unit

Year 1, Semester 2

ENB103	Electrical Engineering
MAB132	Engineering Mathematics 2A OR
MAB182	Engineering Mathematics 2B Business Unit Business Unit

Year 2, Semester 1

ENB240	Introduction To Electronics
ENB246	Engineering Problem Solving
MAB233	Engineering Mathematics 3
PCB136	Engineering Physics 1C

Year 2, Semester 2

ENB200	Introducing Sustainability OR (prior to 2009)
BEB200	Introducing Sustainability Business Unit Business Unit Business Unit

Year 3, Semester 1

ENB242	Introduction To Telecommunications
ENB340	Power Systems and Machines Business Unit Business Unit

Year 3, Semester 2

ENB243	Linear Circuits and Systems
ENB244	Microprocessors and Digital Systems
ENB245	Introduction To Design and Professional Practice Business Unit

Year 4, Semester 1

ENB301	Instrumentation and Control
ENB342	Signals, Systems and Transforms Business Unit Business Unit

Year 4, Semester 2

ENB345	Advanced Design and Professional Practice Business Unit Business Unit Business Unit
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Year 5, Semester 1

BEB701	Work Integrated Learning 1
BEB801	Project 1 Electrical Engineering Selective Business Unit

Year 5, Semester 2

BEB802	Project 2
ENB344	Industrial Electronics
ENB346	Digital Communications Electrical Engineering Selective

Electrical Engineering Selectives

ENB231	Materials and Manufacturing 1
ENB334	Design For Manufacturing
ENB350	Real-time Computer-based Systems
ENB352	Communication Environments For Embedded Systems
ENB436	Mechatronics System Design
ENB440	RF and Applied Electromagnetics
ENB441	Applied Image Processing
ENB445	RF Communication Technologies
ENB446	Wireless Communications
ENB448	Signal Processing and Filtering
ENB452	Advanced Power Systems Analysis
ENB453	Power Equipment and Utilisation
ENB454	Power System Management
ENB455	Power Electronics
ENB456	Energy
ENB457	Controls, Systems and Applications
ENB458	Modern Control Systems

INB353	Wireless and Mobile Networks
INB860	Computational Intelligence for Control and Embedded Systems

Course structure - Mechanical Engineering - Students who commenced in 2009

Year 1, Semester 1

BEB100	Introducing Professional Learning
MAB131	Engineering Mathematics 1A OR
MAB180	Engineering Mathematics 1B Business Unit Business Unit

Year 1, Semester 2

ENB104	Engineering Materials
MAB132	Engineering Mathematics 2A OR
MAB182	Engineering Mathematics 2B Business Unit Business Unit

Year 2, Semester 1

ENB101	Engineering Mechanics 1
ENB120	Electrical Energy and Measurements
ENB231	Materials and Manufacturing 1
PCB150	Physics 1H

Year 2, Semester 2

ENB200	Introducing Sustainability Business Unit Business Unit Business Unit
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Year 3, Semester 1

ENB211	Dynamics
ENB212	Strength of Materials Business Unit Business Unit

Year 3, Semester 2

ENB215	Fundamentals of Mechanical Design
ENB221	Fluid Mechanics
ENB331	Materials and Manufacturing 2 Business Unit

Year 4, Semester 1

ENB222	Thermodynamics 1
MAB233	Engineering Mathematics 3 Business Unit Business Unit

Year 4, Semester 2

ENB205	Electrical and Computer Engineering Business Unit Business Unit Business Unit
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Year 5, Semester 1

BEB801	Project 1
ENB316	Design of Machine Elements Two of:
ENB311	Stress Analysis
ENB312	Dynamics of Machinery
ENB421	Thermodynamics 2

Year 5, Semester 2

BEB701	Work Integrated Learning 1
BEB802	Project 2 One of:
ENB313	Automatic Control
ENB317	Design and Maintenance of Machinery
ENB321	Fluids Dynamics Business Unit

Course structure - Mechanical Engineering - Students who commenced in 2008

Year 1, Semester 1

BEB100	Introducing Professional Learning
MAB131	Engineering Mathematics 1A OR
MAB180	Engineering Mathematics 1B Business Unit Business Unit

Year 1, Semester 2

ENB104	Engineering Materials
MAB132	Engineering Mathematics 2A OR
MAB182	Engineering Mathematics 2B Business Unit Business Unit

Year 2, Semester 1

ENB101	Engineering Mechanics 1
ENB231	Materials and Manufacturing 1
MAB233	Engineering Mathematics 3
PCB136	Engineering Physics 1C

Year 2, Semester 2

ENB103	Electrical Engineering
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Business Unit

Business Unit

Business Unit

Year 3, Semester 1

ENB105 Electrical and Computer Engineering

ENB211 Dynamics

Business Unit

Business Unit

Year 3, Semester 2

ENB200 Introducing Sustainability

ENB102 Engineering Mechanics 2

ENB201 Fluid Mechanics

Business Unit

Year 4, Semester 1

BEB701 Work Integrated Learning 1

ENB311 Stress Analysis

Business Unit

Business Unit

Year 4, Semester 2

ENB215 Fundamentals of Mechanical Design

Business Unit

Business Unit

Business Unit

Year 5, Semester 1

BEB801 Project 1

ENB222 Thermodynamics 1

ENB312 Dynamics of Machinery

ENB316 Design of Machine Elements

Year 5, Semester 2

BEB802 Project 2

Business Unit

Choose two of:

ENB313 Automatic Control

ENB317 Design and Maintenance of Machinery

ENB321 Fluids Dynamics

Course structure - Mechanical Engineering - Students who commenced in 2007

Year 1, Semester 1

BEB100 Introducing Professional Learning

MAB131 Engineering Mathematics 1A

OR

MAB180 Engineering Mathematics 1B

Business Unit

Business Unit

Year 1, Semester 2

ENB104 Engineering Materials

MAB132 Engineering Mathematics 2A

OR

MAB182 Engineering Mathematics 2B

Business Unit

Business Unit

Year 2, Semester 1

ENB101 Engineering Mechanics 1

ENB231 Materials and Manufacturing 1

MAB233 Engineering Mathematics 3

PCB136 Engineering Physics 1C

Year 2, Semester 2

ENB103 Electrical Engineering

Business Unit

Business Unit

Business Unit

Year 3, Semester 1

ENB105 Electrical and Computer Engineering

ENB211 Dynamics

Business Unit

Business Unit

Year 3, Semester 2

BEB200 Introducing Sustainability

ENB102 Engineering Mechanics 2

ENB201 Fluid Mechanics

Business Unit

Year 4, Semester 1

BEB701 Work Integrated Learning 1

ENB311 Stress Analysis

Business Unit

Business Unit

Year 4, Semester 2

ENB215 Fundamentals of Mechanical Design

Business Unit

Business Unit

Business Unit

Year 5, Semester 1

BEB801 Project 1

ENB316 Design of Machine Elements

Choose two of:

ENB313 Automatic Control

ENB333	Operations Management
ENB432	Engineering Asset Management and Maintenance
ENB435	Computer Integrated Manufacturing

Year 5, Semester 2

BEB802	Project 2
ENB222	Thermodynamics 1 Business Unit

Choose one of:

ENB312	Dynamics of Machinery
ENB317	Design and Maintenance of Machinery
ENB321	Fluids Dynamics
ENB331	Materials and Manufacturing 2

Accountancy Major - Students who commenced in 2009

Year 1 Semester 1

BSB110	Accounting
BSB115	Management

Year 1 Semester 2

BSB123	Data Analysis
BSB126	Marketing

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

AYB200	Financial Accounting
AYB225	Management Accounting
BSB111	Business Law and Ethics

Year 3 Semester 1

AYB221	Computerised Accounting Systems
EFB210	Finance 1

Year 3 Semester 2

AYB219	Taxation Law
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Year 4 Semester 1

AYB230	Corporations Law
AYB321	Strategic Management Accounting

Year 4 Semester 2

AYB301	Audit and Assurance
AYB340	Company Accounting
BSB113	Economics

Year 5 Semester 1

AYB311	Financial Accounting Issues
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Accountancy Major - Students who commenced in

2007-2008

Year 1 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

Year 1 Semester 2

BSB113	Economics
BSB122	now replaced by BSB123 Data Analysis

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

AYB200	Financial Accounting
AYB230	Corporations Law
BSB114	now replaced by BSB124 Working in Business

Year 3 Semester 1

AYB225	Management Accounting
AYB340	Company Accounting

Year 3 Semester 2

AYB221	Computerised Accounting Systems
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Year 4 Semester 1

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues
	or
AYB321	Strategic Management Accounting

Year 4 Semester 2

AYB219	Taxation Law
EFB101	now replaced by EFB222 Quantitative Methods for Economics
EFB210	Finance 1

Year 5 Semester 1

BSB115	Management
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Advertising Major - Students who commenced in 2007-2009

Year 1 Semester 1

BSB113	Economics
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis
BSB124 Working in Business

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 2

AMB201 Marketing and Audience Research

Year 4 Semester 1

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 2

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio
BSB111 Business Law and Ethics

Year 5 Semester 1

AMB339 Advertising Campaigns

Banking & Finance Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB110 Accounting
BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

EFB210 Finance 1
EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB307 Finance 2

Year 4 Semester 1

EFB333 Introductory Econometrics
EFB335 Investments

Year 4 Semester 2

EFB201 Financial Markets
EFB223 Economics 2
EFB312 International Finance

Year 5 Semester 1

BSB111 Business Law and Ethics

Economics Major - Students who commenced in 2009

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB110 Accounting
EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 5 Semester 1

BSB111 Business Law and Ethics

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy
EFB336 International Economics

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EFB337 Game Theory and Applications

BSB126 Marketing

Important Information

Please note: BSB119 and BSB126 are the remaining Faculty Core Units to be completed. Please check unit availability when selecting Choice units.

Economics Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB114 now replaced by BSB124 Working in Business
BSB110 Accounting

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business
EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3 Semester 2

EFB222 Quantitative Methods For Economics and Finance

Year 4 Semester 1

BSB111 Business Law and Ethics
EFB333 Introductory Econometrics

Year 4 Semester 2

EFB328 Substitute any Level 3 EFB3xx unit
EFB329 Contemporary Applications of Economics Theory
EFB336 International Economics

Year 5 Semester 1

BSB126 Marketing

Finance Major - Students who commenced in 2009

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB110 Accounting
BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

EFB210 Finance 1
EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2
EFB335 Investments

Year 4 Semester 2

EFB201 Financial Markets
EFB312 International Finance
EFB340 Finance Capstone

Year 5 Semester 1

BSB111 Business Law and Ethics

Human Resource Management Major - Students who commenced in 2009

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB110 Accounting
BSB119 Global Business
MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

MGB201 Contemporary Employment Relations
MGB207 Human Resource Issues and Strategy

Year 3 Semester 2

FACULTY OF BUSINESS

MGB200 Leading Organisations

Year 4 Semester 1

MGB331 Learning and Development in Organisations

MGB339 Performance and Reward

Year 4 Semester 2

MGB220 Business Research Methods

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

Year 5 Semester 1

BSB111 Business Law and Ethics

International Business Major - Students who commenced in 2007-2009

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB113 Economics

BSB123 Data Analysis

BSB124 Working in Business

Year 3 Semester 1

AYB227 International Accounting

MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 2

AMB210 Importing and Exporting

Year 4 Semester 1

AMB303 International Logistics

AMB336 International Marketing

Year 4 Semester 2

AMB369 International Business Strategy

EFB240 Finance for International Business

MGB340 International Business in the Asia-Pacific

Year 5 Semester 1

BSB111 Business Law and Ethics

Management Major - Students who commenced in 2009

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB119 Global Business

BSB123 Data Analysis

MGB200 Leading Organisations

Year 3 Semester 1

MGB210 Managing Operations

MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management

MGB324 Managing Business Growth

Year 4 Semester 2

BSB110 Accounting

MGB310 Sustainability in A Changing Environment

MGB335 Project Management

Year 5 Semester 1

BSB111 Business Law and Ethics

Management Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB114 now replaced by BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB111 Business Law and Ethics

MGB200 Leading Organisations

FACULTY OF BUSINESS

BSB122 now replaced by MGB201
 MGB201 Contemporary Employment Relations

Year 3 Semester 1

MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB310 Sustainability in A Changing Environment

Year 4 Semester 1

MGB309 Strategic Management
 Management Option Unit

Year 4 Semester 2

BSB119 Global Business
 MGB335 Project Management
 Management Option Unit

Year 5 Semester 1

BSB110 Accounting

Management Option Unit List:

Students must choose 2 of the following units.
 One must be a Level 3 unit:

MGB201 Contemporary Employment Relations
 MGB218 Managing Business Growth
 MGB225 Intercultural Communication and Negotiation Skills
 MGB314 Organisational Consulting and Change
 MGB370 Personal and Professional Development

Marketing Major - Students who commenced in 2009

Year 1 Semester 1

BSB113 Economics
 BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
 BSB115 Management

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB110 Accounting
 BSB119 Global Business
 BSB124 Working in Business

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB336 International Marketing
 AMB340 Services Marketing

Year 4 Semester 2

AMB202 Integrated Marketing Communication
 AMB335 E-marketing Strategies
 BSB123 Data Analysis

Year 5 Semester 1

AMB359 Strategic Marketing

Marketing Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB122 now replaced by BSB123 Data Analysis
 BSB126 Marketing

Year 1 Semester 2

BSB114 now replaced by BSB124 Working in Business
 BSB119 Global Business

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

BSB111 Business Law and Ethics
 BSB113 Economics
 BSB115 Management

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research

Year 4 Semester 1

AMB202 Integrated Marketing Communication
 AMB340 Services Marketing

Year 4 Semester 2

BSB110 Accounting
 AMB335 E-marketing Strategies
 AMB252 Business Decision Making
 or
 IBB213 International Marketing

Year 5 Semester 1

AMB359 Strategic Marketing

Public Relations Major - Students who commenced in 2007-2009

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

No Faculty of Business units studies this semester.

Year 2 Semester 2

AMB201 Marketing and Audience Research

BSB113 Economics

BSB124 Working in Business

Year 3 Semester 1

AMB263 Introduction To Public Relations

AMB264 Public Relations Techniques

Year 3 Semester 2

BSB111 Business Law and Ethics

Year 4 Semester 1

AMB372 Public Relations Planning

AMB373 Corporate Communication

Year 4 Semester 2

AMB374 Global Public Relations Cases

AMB375 Public Relations Management

BSB123 Data Analysis

Year 5 Semester 1

AMB379 Public Relations Campaigns

Potential Careers:

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Corporate Secretary, Economist, Electrical and Computer Engineer, Electrical Engineer, Electronic Commerce Developer, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Human Resource Developer, Human Resource Manager, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Risk Manager, Software Engineer, Stockbroker, Web Designer.

Bachelor of Applied Science / Bachelor of Business (IX31)

Year offered: 2010

Admissions: Yes

CRICOS code: 042263G

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,300 (indicative) per semester

International Fees (indicative): 2010: \$10,500 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 419832

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and Maths B (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Dr Perry Hartfield (Science and Technology); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoo Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations). Science Discipline Coordinator details are listed under further information.

Campus: Gardens Point

Career Opportunities

By combining your science studies with the Bachelor of Business you will develop the entrepreneurial skills necessary to sell your abilities to a range of employers. As a graduate of the Bachelor of Applied Science/Bachelor of Business, you will be able to work at the cutting edge of scientific innovation within a range of public, private and non-profit industries. As well as the range of science-based careers available, you could expect to gain employment as a consultant, marketer, or project manager within firms developing and taking scientific research to the marketplace.

Course Design

The Bachelor of Applied Science allows multi-disciplinary programs of study to help position you within the broad range of science disciplines and qualify you as a competent professional within your chosen field. You can specialise in one of the major areas of study available in the Bachelor of Applied Science course (Biochemistry, Biotechnology, Chemistry, Ecology, Environmental Science, Forensic Science, Geoscience, Microbiology or Physics). See the Bachelor of Applied Science (SC01) course for more details.

To allow you to complete the double degree in a shorter period of time, your co-major will be taken from the business program therefore it is not possible to choose any of the co-

majors listed under the Bachelor of Applied Science course.

Business students will complete sixteen (16) units consisting of eight (8) Faculty Core Units (7 prescribed BSBxxx units and MGB223) and an eight (8) unit major. Students are not required to complete BSB123 Data Analysis or BSB122 Quantitative Analysis and Finance, this unit has been replaced by MGB223 Entrepreneurship and Innovation. Students must choose a major from the following: Accounting, Advertising, Economics, Finance, Human Resource Management, International Business, Management, Marketing, or Public Relations. For professional recognition, the Accountancy structure differs from the normal structure. Accountancy students will complete 10 major units and 6 Faculty core in order to meet professional recognition requirements.

Professional Recognition

Graduates will satisfy the requirements for membership of the relevant professional body for their chosen science major. See the Bachelor of Applied Science (SC01) course for details.

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Deferment

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

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

Find out more on deferment.

Further Information

For further information about this course, please contact the following:

Science Coordinator

Dr Perry Hartfield

Phone: +61 7 3138 2984

Email: p.hartfield@qut.edu.au

Business Coordinator

Dr Erica French

Phone: +61 7 3138 2050

Email: bus@qut.edu.au

Science Discipline Coordinators

Biochemistry

Dr Perry Hartfield

Phone: +61 7 3138 2984

Email: p.hartfield@qut.edu.au

Biotechnology

Dr Marion Bateson
Phone: +61 7 3138 1206
Email: m.bateson@qut.edu.au

Chemistry

Dr Robert Johnson
Phone: +61 7 3138 2016
Email: ra.johnson@qut.edu.au

Ecology

Dr Ian Williamson
Phone: +61 7 3138 2779
Email: i.williamson@qut.edu.au

Environmental Science

Dr Robin Thwaites
Phone: +61 7 3138 2400
Email: r.thwaites@qut.edu.au

Forensic Science

Dr Emad Kiriakous
Phone: +61 7 3138 2501
Email: e.kiriakous@qut.edu.au

Geoscience

Dr Gary Huftile
Phone: +61 7 3138 4470
Email: g.huftile@qut.edu.au

Microbiology

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

Physics

Dr Greg Michael
Phone: +61 7 3138 1584
Email: g.michael@qut.edu.au

Full Time Course structure

Year 1 Semester 1

Business Faculty Core Unit
Business Faculty Core Unit
Science Faculty Unit
Science Faculty Unit

Year 1 Semester 2

Business Faculty Core Unit
Business Faculty Core Unit
Science Faculty Unit
Science Faculty Unit

Year 2 Semester 1

Business Faculty Core Unit
Business Faculty Core Unit
Science Faculty Unit

Science Faculty Unit

Year 2 Semester 2

Business Faculty Core Unit
Business Faculty Major Unit
Science Faculty Unit
Science Faculty Unit

Year 3 Semester 1

Business Faculty Major Unit
Business Faculty Major Unit
Science Faculty Unit
Science Faculty Unit

Year 3 Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
Science Faculty Unit
Science Faculty Unit

Year 4 Semester 1

Business Faculty Major Unit
Business Faculty Major Unit
Science Faculty Unit
Science Faculty Unit

Year 4 Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
Science Faculty Unit
Science Faculty Unit

Accountancy Major

Year 1 Semester 1

BSB110 Accounting
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB126 Marketing
BSB113 Economics

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 1

BSB111 Business Law and Ethics
AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
MGB223 Entrepreneurship and Innovation

Economics Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB110 Accounting

BSB124 Working in Business

Year 2 Semester 1

BSB111 Business Law and Ethics
MGB223 Entrepreneurship and Innovation

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty Core Units

Choice units

Choose any three of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy
EFB336 International Economics
EFB337 Game Theory and Applications

Remaining Faculty Core Units

Students must complete both remaining Faculty Core Units

BSB119 Global Business
BSB126 Marketing

Finance Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

EFB210 Finance 1
EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB201 Financial Markets
EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2
EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

AYB227 International Accounting
MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 2

AMB210 Importing and Exporting
EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-pacific
AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

MGB201 Contemporary Employment Relations

MGB210 Managing Operations

Year 3 Semester 2

MGB200 Leading Organisations

MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management

MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment

MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics

BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics

BSB115 Management

Year 2 Semester 1

BSB119 Global Business

BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting

MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

AMB200 Consumer Behaviour

AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication

AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies

AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing

AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB113 Economics

BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations

AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research

BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning

AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases

AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns

MGB223 Entrepreneurship and Innovation

Course structure - Major in Biochemistry

Year 1, Semester 1

SCB111 Chemistry 1

SCB112 Cellular Basis of Life

Year 1, Semester 2

SCB120 Plant and Animal Physiology

SCB121 Chemistry 2

Year 2, Semester 1

SCB110 Science Concepts and Global Systems

Plus either:

MAB101 Statistical Data Analysis 1

Or

MAB105 Preparatory Mathematics

Year 2, Semester 2

SCB122 Cell and Molecular Biology

SCB123 Physical Science Applications

Year 3, Semester 1

LQB381 Biochemistry: Structure and Function

LQB383 Molecular and Cellular Regulation

Year 3, Semester 2

LQB481 Biochemical Pathways and Metabolism
LQB483 Molecular Biology Techniques

Year 4, Semester 1

LQB581 Functional Biochemistry
LQB582 Biomedical Research Technologies

Year 4, Semester 2

LQB681 Biochemical Research Skills
LQB682 Protein Biochemistry and Bioengineering

Course structure - Major in Biotechnology

Year 1, Semester 1

SCB111 Chemistry 1
SCB112 Cellular Basis of Life

Year 1, Semester 2

SCB120 Plant and Animal Physiology
SCB121 Chemistry 2

Year 2, Semester 1

SCB110 Science Concepts and Global Systems
Plus either:
MAB101 Statistical Data Analysis 1
Or
MAB105 Preparatory Mathematics

Year 2, Semester 2

SCB122 Cell and Molecular Biology
SCB123 Physical Science Applications

Year 3, Semester 1

LQB381 Biochemistry: Structure and Function
LQB383 Molecular and Cellular Regulation

Year 3, Semester 2

LQB483 Molecular Biology Techniques
LQB484 Introduction to Genomics and Bioinformatics

Year 4, Semester 1

TWO units selected from:
LQB583 Genetic Research Technology
LQB584 Medical Cell Biology
LQB585 Plant Genetic Manipulation

Year 4, Semester 2

TWO units selected from:
LQB682 Protein Biochemistry and Bioengineering
LQB684 Medical Biotechnology
LQB685 Plant Microbe Interactions

Course structure - Major in Chemistry

Year 1, Semester 1

SCB111 Chemistry 1
Plus either:
MAB101 Statistical Data Analysis 1
Or
MAB105 Preparatory Mathematics

Year 1, Semester 2

SCB112 Cellular Basis of Life
SCB121 Chemistry 2

Year 2, Semester 1

MAB120 Algebra and Calculus
SCB110 Science Concepts and Global Systems

Year 2, Semester 2

SCB123 Physical Science Applications
SCB131 Experimental Chemistry

Year 3, Semester 1

PQB312 Analytical Chemistry For Scientists and Technologists
PQB331 Structure and Bonding

Year 3, Semester 2

PQB401 Reaction Kinetics, Thermodynamics and Mechanisms
PQB442 Chemical Spectroscopy

Year 4, Semester 1

PQB502 Advanced Physical Chemistry
PQB531 Organic Mechanisms and Synthesis

Year 4, Semester 2

PQB631 Advanced Inorganic Chemistry
PQB642 Chemical Research

Course structure - Major in Ecology

Year 1, Semester 1

SCB111 Chemistry 1
SCB112 Cellular Basis of Life

Year 1, Semester 2

SCB120 Plant and Animal Physiology
SCB122 Cell and Molecular Biology

Year 2, Semester 1

SCB110 Science Concepts and Global Systems
Plus either:
MAB101 Statistical Data Analysis 1
Or
MAB105 Preparatory Mathematics

Year 2, Semester 2

NQB201 Planet Earth
NQB202 History of Life on Earth

Year 3, Semester 1

NQB302 Earth Surface Systems
NQB321 Ecology

Year 3, Semester 2

NQB421 Experimental Design
NQB422 Genetics and Evolution

Year 4, Semester 1

NQB521 Population Genetics and Molecular Ecology
NQB523 Population Management

Year 4, Semester 2

NQB622 Conservation Biology
NQB623 Ecological Systems

Course structure - Major in Environmental Science

Year 1, Semester 1

SCB111 Chemistry 1
SCB112 Cellular Basis of Life

Year 1, Semester 2

SCB120 Plant and Animal Physiology
SCB121 Chemistry 2

Year 2, Semester 1

SCB110 Science Concepts and Global Systems
Plus either:
MAB101 Statistical Data Analysis 1
Or
MAB105 Preparatory Mathematics

Year 2, Semester 2

NQB202 History of Life on Earth
SCB123 Physical Science Applications

Year 3, Semester 1

NQB302 Earth Surface Systems
NQB321 Ecology

Year 3, Semester 2

NQB403 Soils and the Environment
NQB421 Experimental Design

Year 4, Semester 1

NQB501 Environmental Modelling
NQB502 Field Methods in Natural Resource Sciences

Year 4, Semester 2

NQB601 Sustainable Environmental Management
NQB602 Environmental Chemistry

Course structure - Major in Forensic Science

Year 1, Semester 1

SCB111 Chemistry 1
SCB112 Cellular Basis of Life

Year 1, Semester 2

SCB121 Chemistry 2
SCB122 Cell and Molecular Biology

Year 2, Semester 1

SCB110 Science Concepts and Global Systems
Plus either:
MAB101 Statistical Data Analysis 1
Or
MAB105 Preparatory Mathematics

Year 2, Semester 2

SCB123 Physical Science Applications
SCB131 Experimental Chemistry

Year 3, Semester 1

LQB383 Molecular and Cellular Regulation
SCB384 Forensic Sciences - From Crime Scene to Court

Year 3, Semester 2

JSB979 Forensic Scientific Evidence
PQB312 Analytical Chemistry For Scientists and Technologists

Year 4, Semester 1

PQB513 Instrumental Analysis
PQB584 Forensic Physical Evidence

Year 4, Semester 2

LQB680 Forensic DNA Profiling
PQB684 Forensic Analysis

Course structure - Major in Geoscience

Year 1, Semester 1

SCB111 Chemistry 1
SCB112 Cellular Basis of Life

Year 1, Semester 2

NQB201 Planet Earth
SCB123 Physical Science Applications

Year 2, Semester 1

SCB110 Science Concepts and Global Systems

Plus either:

MAB101 Statistical Data Analysis 1
Or

MAB105 Preparatory Mathematics

Year 2, Semester 2

NQB202 History of Life on Earth
SCB222 Exploration of the Universe

Year 3, Semester 1

NQB311 Mineralogy
NQB314 Sedimentary Geology

Year 3, Semester 2

NQB411 Petrology of Igneous and Metamorphic Rocks
NQB412 Structural Geology and Field Methods

Year 4, Semester 1

NQB502 Field Methods in Natural Resource Sciences
NQB513 Geophysics

Year 4, Semester 2

NQB602 Environmental Chemistry
NQB614 Groundwater Systems

Course structure - Major in Microbiology

Year 1, Semester 1

SCB111 Chemistry 1
SCB112 Cellular Basis of Life

Year 1, Semester 2

SCB120 Plant and Animal Physiology
SCB121 Chemistry 2

Year 2, Semester 1

SCB110 Science Concepts and Global Systems
Plus either:

MAB101 Statistical Data Analysis 1
Or

MAB105 Preparatory Mathematics

Year 2, Semester 2

SCB122 Cell and Molecular Biology
SCB123 Physical Science Applications

Year 3, Semester 1

LQB381 Biochemistry: Structure and Function
LQB386 Microbial Structure and Function

Year 3, Semester 2

LQB483 Molecular Biology Techniques
LQB486 Clinical Microbiology 1

Year 4, Semester 1

LQB586 Clinical Microbiology 2
LQB587 Applied Microbiology 1: Water, Air and Soil

Year 4, Semester 2

LQB686 Microbial Technology and Immunology
LQB687 Applied Microbiology 2: Food and Quality Assurance

Course structure - Major in Physics

Year 1, Semester 1

MAB121 Calculus and Differential Equations
SCB111 Chemistry 1

Year 1, Semester 2

MAB122 Algebra and Analytic Geometry
PQB250 Mechanics and Electromagnetism

Year 2, Semester 1

SCB110 Science Concepts and Global Systems
SCB112 Cellular Basis of Life

Year 2, Semester 2

MAB220 Computational Mathematics 1
PQB251 Waves and Optics

Year 3, Semester 1

MAB311 Advanced Calculus
PQB350 Thermodynamics of Solids and Gases

Year 3, Semester 2

PQB450 Energy, Fields and Radiation
PQB451 Electronics and Instrumentation

Year 4, Semester 1

PQB550 Quantum and Condensed Matter Physics
PQB551 Physical Analytical Techniques

Year 4, Semester 2

PQB650 Advanced Theoretical Physics
PQB651 Experimental Physics

Accountancy Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB110 Accounting
BSB115 Management

Year 1 Semester 2

BSB114 now replaced by BSB124 Working in Business
BSB126 Marketing
or

BSB119 Global Business

Year 2 Semester 1

BSB111 Business Law and Ethics

BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting

AYB230 Corporations Law

Year 3 Semester 1

AYB225 Management Accounting

AYB340 Company Accounting

Year 3 Semester 2

AYB219 Taxation Law

AYB221 Computerised Accounting Systems

Year 4 Semester 1

AYB301 Audit and Assurance

AYB321 Strategic Management Accounting

or

AYB311 Financial Accounting Issues

Year 4 Semester 2

AYB339 Accountancy Capstone

EFB210 Finance 1

International Business Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB113 Economics

BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics

EFB240 Finance for International Business

Year 3 Semester 1

MGB225 Intercultural Communication and Negotiation Skills

IBB208 Please contact the School of AMPR regarding alternative unit

or

IBB217 Please contact the School of AMPR regarding alternative unit

Year 3 Semester 2

AMB210 Importing and Exporting

MGB340 International Business in the Asia-Pacific

Year 4 Semester 1

AMB369 International Business Strategy

IBB304 Please contact the School of AMPR regarding alternative unit

Year 4 Semester 2

AMB303 International Logistics

AMB336 International Marketing

Public Relations Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

AMB201 Marketing and Audience Research

BSB114 now replaced by BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

AMB202 Integrated Marketing Communication

AMB260 now replaced by AMB263 Introduction to Public Relations

AMB263 Introduction To Public Relations

Year 3 Semester 2

AMB261 Please contact the School of AMPR regarding alternative unit

AMB262 Please contact the School of AMPR regarding alternative unit

Year 4 Semester 1

AMB373 Corporate Communication

AMB374 Global Public Relations Cases

Year 4 Semester 2

AMB379 Public Relations Campaigns

AMB375 Public Relations Management

Human Resource Management Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB114 now replaced by BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
MGB207 Human Resource Issues and Strategy

Year 3 Semester 1

MGB220 Business Research Methods
HRM Option Unit

Year 3 Semester 2

MGB200 Leading Organisations
HRM Option Unit

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
HRM Option Unit

HRM Option Unit List

Plus 3 units from the following list:

MGB201 Contemporary Employment Relations
MGB210 Managing Operations
MGB212 Sustainability in a Changing Environment
MGB309 Strategic Management
MGB314 Organisational Consulting and Change
MGB335 Project Management
MGB370 Personal and Professional Development
HRM students must choose three units from the above list (one must be a Level 3 unit)

Management Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB114 now replaced by BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
MGB200 Leading Organisations

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB212 Sustainability in a Changing Environment
Management Option Unit

Year 4 Semester 1

MGB309 Strategic Management
Management Option Unit

Year 4 Semester 2

MGB335 Project Management
Management Option Unit

Management Option Unit List

Plus 2 units from the following list:

MGB201 Contemporary Employment Relations
MGB218 Managing Business Growth
MGB225 Intercultural Communication and Negotiation Skills
MGB314 Organisational Consulting and Change
MGB370 Personal and Professional Development

Management students must choose three units from the above list (one must be a Level 3 unit).

Potential Careers:

Academic, Account Executive, Accountant, Advertising Professional, Analytical Chemist, Astrophysicist, Banker, Banking and Finance Professional, Biochemist, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Business Analyst, Chemist, Chemist Industrial, Clinical Laboratory Scientist, Coastal Scientist, Conservation Biologist, Ecologist, Economist, Environmental Scientist, Estimator, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Forensic Scientist, Funds Manager, Geologist, Geophysicist, Geoscientist, Government Officer, Health Physicist, Home Economist, Human Resource Developer, Human Resource Manager, Hydrogeologist, Immunologist, Industrial Chemist, International Business Specialist, Investment Manager, Laboratory Technician (Chemistry), Manager, Marine Scientist, Marketing Officer/Manager, Medical Biotechnologist, Medical Physicist, Microbiologist, Molecular Biologist, Natural Resource Scientist, Physicist,

Plant Biotechnologist, Policy Officer, Population Ecologist,
Programmer, Public Relations Officer/Consultant, Public
Servant, Stockbroker, Virologist.

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

Year offered: 2010

Admissions: No

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP rate 2010 available July 2009

International Fees (indicative): 2010: \$10,500 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409252

Past rank cut-off: 76

Past OP cut-off: 12

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Course coordinator: Dr Erica French (Business); Ms Melinda Service (Health); HSM enrolment queries to email: sph.studentcentre@qut.com or phone: 07 3138 3368

Discipline coordinator: Jenny Nicol (Health Services Management); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Example of Full Time Course structure

Year 1 Semester 1

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
PUB104	Australian Health Care Systems
LSB111	Understanding Disease Concepts

Year 1 Semester 2

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
PUB251	Contemporary Public Health
PUB208	Understanding Health Information

Year 2 Semester 1

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
PUB326	Epidemiology
PYB012	Psychology

Year 2 Semester 2

BBUS	Business Faculty Core Unit
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BBUS	Business Faculty Core Unit
PUB486	Ethics and the Law in Health Service Delivery
PUB209	Health, Culture and Society

Year 3 Semester 1

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
PUB380	Casemix Management
B HLTH	Health Faculty Elective Unit

Year 3 Semester 2

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
PUB490	Quality Management in Health
PUB480	Health Administration Finance

Year 4 Semester 1

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
PUB514	Contract/Project Management
PUB545	Health Policy, Planning and Advocacy

Year 4 Semester 2

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
PUB609	Health Resource Allocation
PUB875	Professional Practice

Public Health Elective units for Health Services Management major

Indigenous Health

PUB406	Health Promotion Practice
PUB557	Health Needs of Indigenous Australians and Other Populations
PUB644	Health Promoting Schools

Health Safety & Environment

PUB611	Risk Management
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Women's Health

PUB336	Women's Health
PUB406	Health Promotion Practice
PYB054	Psychology and Gender

General Electives

HMB273	Exercise Physiology 1
PUB336	Women's Health
PUB341	Nutrition Education
PUB436	Evidence Based Practice
PUB611	Risk Management
PUB875	Professional Practice

PYB054	Psychology and Gender
PYB067	Human Sexuality
PYB203	Developmental Psychology
PYB205	Social Psychology
PYB307	Health Psychology

Course structure

This course has been discontinued. Currently enrolled students should check the Course Summary Sheet (via QUT Virtual) for enrolment and unit information.

Accountancy Major

Year 1 Semester 1

BSB110	Accounting
BSB115	Management

Year 1 Semester 2

BSB123	Data Analysis
BSB124	Working in Business

Year 2 Semester 1

BSB111	Business Law and Ethics
BSB113	Economics

Year 2 Semester 2

AYB200	Financial Accounting
AYB230	Corporations Law

Year 3 Semester 1

AYB225	Management Accounting
AYB340	Company Accounting

Year 3 Semester 2

AYB221	Computerised Accounting Systems
AYB219	Taxation Law

Year 4 Semester 1

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues
	OR
AYB321	Strategic Management Accounting

Year 4 Semester 2

EFB222	Quantitative Methods For Economics and Finance
EFB210	Finance 1

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Advertising Major

Year 1 Semester 1

BSB123	Data Analysis
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

BSB119	Global Business
BSB124	Working in Business

Year 2 Semester 2

BSB111	Business Law and Ethics
BSB113	Economics

Year 3 Semester 1

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year 3 Semester 2

AMB318	Advertising Copywriting
AMB319	Media Planning

Year 4 Semester 1

AMB320	Advertising Management
AMB330	Advertising Planning Portfolio

Year 4 Semester 2

AMB339	Advertising Campaigns
AMB202	Integrated Marketing Communication

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major

Year 1 Semester 1

BSB113	Economics
BSB115	Management

Year 1 Semester 2

BSB124	Working in Business
BSB126	Marketing

Year 2 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

Year 2 Semester 2

BSB123	Data Analysis
BSB119	Global Business

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance

EFB210 Finance 1

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Year 3 Semester 2

EFB223 Economics 2

EFB307 Finance 2

Year 4 Semester 1

EFB200 Applied Regression Analysis

EFB318 Portfolio and Security Analysis

Year 4 Semester 2

EFB312 International Finance

EFB201 Financial Markets

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

EFB223 Economics 2

Year 2 Semester 2

BSB123 Data Analysis

BSB119 Global Business

Year 3 Semester 1

EFB331 Intermediate Microeconomics

EFB330 Intermediate Macroeconomics

Year 3 Semester 2

EFB222 Quantitative Methods For Economics and Finance

EFB328 Public Economics and Finance

Year 4 Semester 1

BSB111 Business Law and Ethics

EFB200 Applied Regression Analysis

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory

EFB314 International Trade and Economic Competitiveness

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis

BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations

HRM Option Unit

Year 4 Semester 1

MGB331 Learning and Development in Organisations

MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection

HRM Option Unit

HRM Option Unit List

Plus 2 units from the following list:

MGB201 Contemporary Employment Relations

MGB210 Managing Operations

MGB310 Sustainability in A Changing Environment

MGB309 Strategic Management

MGB314 Organisational Consulting and Change

MGB370 Personal and Professional Development

MGB335 Project Management

HRM students must choose two units from the above list (one must be a Level 3 unit).

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business Major

Year 1 Semester 1

BSB126 Marketing
BSB119 Global Business

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

EFB240 Finance for International Business
IBB217 Asian Business Development
OR
IBB208 European Business Development

Year 3 Semester 2

AMB210 Importing and Exporting
IBB317 now replaced by MGB340 International Business in Asia-Pacific
OR
IBB308 now replaced by MGB340 International Business in Asia-Pacific

Year 4 Semester 1

MGB225 Intercultural Communication and Negotiation Skills
AMB336 International Marketing

Year 4 Semester 2

AMB303 International Logistics
AMB369 International Business Strategy

Important Note:

Note: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative units.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

MGB200 Leading Organisations
BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

BSB119 Global Business
MGB310 Sustainability in A Changing Environment

Year 4 Semester 1

MGB309 Strategic Management
HRM Option Unit

Year 4 Semester 2

HRM Option Unit
MGB335 Project Management

Management Option Unit

Management students must choose two from the following list (one must be a Level 3 unit).

MGB201 Contemporary Employment Relations
MGB324 Managing Business Growth
MGB314 Organisational Consulting and Change
MGB331 Learning and Development in Organisations
MGB225 Intercultural Communication and Negotiation Skills

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major

Year 1 Semester 1

BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research
AMB335 E-marketing Strategies

Year 4 Semester 1

AMB202 Integrated Marketing Communication
AMB340 Services Marketing

Year 4 Semester 2

AMB359 Strategic Marketing
AMB252 Business Decision Making
OR
AMB336 International Marketing

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Public Relations Major

Year 1 Semester 1

BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB201 Marketing and Audience Research
AMB260 Public Relations Theory and Practice

Year 3 Semester 2

AMB261 Media Relations and Publicity
AMB262 Public Relations Writing

Year 4 Semester 1

AMB374 Global Public Relations Cases

AMB360 Corporate Communication Management

Year 4 Semester 2

AMB379 Public Relations Campaigns
AMB371 Corporate Communication Strategies

Important Note:

Note: For AMB261 and AMB262 units please contact the School of AMPR regarding alternative unit.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Health Unit prerequisites/corequisites

For information on prereqs & coreqs visit:
www.hlth.qut.edu.au/study/forcurrentstudents/

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114 is replaced by BSB124 Working in Business
BSB115 now retitled BSB115 Management
BSB119 now retitled BSB119 Global Business
BSB122 is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121 is now AYB200 Financial Accounting AYB121
AYB220 is now AYB340 Company Accounting AYB220
AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221 is now AMB318 Advertising Copywriting
AMB222 is now AMB319 Media Planning
AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102 now retitled EFB223 Economics 2

Economics Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102 now retitled EFB223 Economics 2
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB314 is replaced by EFB336 International Economics
EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units

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BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300	is now AMB369 International Business Strategy
IBB308	is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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Marketing Core units

AMB241	is now AMB335 E-Marketing Strategies
AMB341	is now AMB359 Strategic Marketing

Public Relations Core units

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB360	is replaced by AMB373 Corporate Communication
AMB361	is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223	replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is replaced by AYB205 Law of Business Entities
AYB312	is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230	now retitled AMB230 Digital Promotions
AMB330	now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics
EFB318	is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB325	is replaced by EFB336 International Economics
EFB318	is replaced by EFB335 Investments
EFB324	is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318	is replaced by EFB335 Investments
AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315	is now MGB370 Personal and Professional Development
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
IBB303	is now AMB303 International Logistics
AMB230	now retitled AMB230 Digital Promotions
IBB312	is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205	is now MGB225 Intercultural Communication
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and Negotiation Skills
 MGB218 is now MGB324 Managing Business Growth
 MGB315 is now MGB370 Personal & Professional Development
 IBB210 is replaced by AMB210 Importand and Exporting
 IBB303 is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251 now retitled AMB251 Innovation and Brand Management
 AMB260 is replaced by AMB263 Introduction to Public Relations
 AMB351 is now AMB209 Tourism Marketing
 AMB352 is replaced by AMB252 Business Decision Making
 AMB354 is now AMB208 Events Marketing
 IBB213 is now AMB336 International Marketing
 IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370 is replaced by AMB374 Global Public Relations Cases
 AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223 is replaced by AYB230 Corporations Law
 AYB325 is now AYB219 Taxation Law
 AYB305 is now AYB205 Company Law & Practice
 AYB312 is now AYB232 Financial Institutions Law
 BSB213 is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212 is replaced by AYB114 Business Technologies
 BSB213 is replaced by AYB115 Governance Issues and Fraud
 BSB314 is replaced by AYB341 Forensic and Business Intelligence
 ITB233 is now INB312 Enterprise Systems Applications
 ITB823 is now INB830 Web Sites for E-Commerce
 ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2
 EFB202 is replaced by EFB330 Intermediate Macroeconomics
 EFB211 is replaced by EFB331 Intermediate Microeconomics
 EFB329 is now 338 Contemporary Applications of Economics
 EFB314 is replaced by EB336 International Economics
 EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations
 AMB230 now retitled AMB230 Digital Promotions
 AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics
 BSB314 is replaced by AYB341 Forensic and Business Intelligence
 IBB210 is replaced by AMB210 Importing and Exporting
 EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion
 AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Community Health Officer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Home Economist, Information Officer, International Business Specialist, Investment Manager, Manager, Marketing Officer/Manager, Policy Officer, Project Developer, Project Manager, Public Health Officer, Public Relations Officer/Consultant, Publishing Professional, Risk Manager, Stockbroker.

Bachelor of Business/Bachelor of Information Technology (IX33)

Year offered: 2010

Admissions: No

CRICOS code: 059595C

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$4,300 (indicative) per semester

International Fees (indicative): 2010: \$10,500 (indicative) per semester

QTAC code: 419202

Past rank cut-off: 76

Past OP cut-off: 12

OP Guarantee: Yes

Assumed knowledge: English (4, SA), Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Course coordinator: Dr Erica French (Business), Associate Professor Ruth Christie (Science and Technology)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoo Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Course structure

This course has been discontinued. Currently enrolled students should check with the relevant Faculty for course progression.

Information Systems Major

Compulsory Units

INB311	Enterprise Systems
INB340	Database Design
INB220	Business Analysis

IS Elective Units

INB312	Enterprise Systems Applications
INB342	Enterprise Data Mining
INB313	Electronic Commerce Site Development
INB322	Information Systems Consulting
INB320	Business Process Modelling
INB124	Information Systems Development
INB221	Technology Management

Network Systems Major

Compulsory Units

INB350	Internet Protocols and Services
INB351	Computer Network Administration

INB352	Network Planning and Deployment
INB255	Security

Electives

INB312	Enterprise Systems Applications
INB365	Systems Programming
INB353	Wireless and Mobile Networks
INB355	Cryptology and Protocols

Software Architecture Major

Compulsory Units

INB340	Database Design
INB371	Data Structures and Algorithms
INB372	Agile Software Development

Electives

	Choose 3 Electives
INB341	Software Development With Oracle
INB311	Enterprise Systems
INB312	Enterprise Systems Applications
INB272	Interaction Design
INB313	Electronic Commerce Site Development
INB322	Information Systems Consulting
INB320	Business Process Modelling
INB365	Systems Programming
INB370	Software Development
INB373	Web Application Development
INB374	Enterprise Software Architecture
INB381	Modelling and Animation Techniques
INB382	Real Time Rendering Techniques
	MAB281 is only to be used as a prereq for INB381
MAB281	Mathematics for Computer Graphics
	null

Accountancy Major

Year 1 Semester 1

BSB110	Accounting
BSB115	Management

Year 1 Semester 2

BSB123	Data Analysis
BSB124	Working in Business

Year 2 Semester 1

BSB111	Business Law and Ethics
BSB113	Economics

Year 2 Semester 2

AYB200	Financial Accounting
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AYB230 Corporations Law

Year 3 Semester 1

AYB225 Management Accounting

AYB340 Company Accounting

Year 3 Semester 2

AYB219 Taxation Law

AYB221 Computerised Accounting Systems

Year 4 Semester 1

AYB301 Audit and Assurance

AYB311 Financial Accounting Issues

OR

AYB321 Strategic Management Accounting

Year 4 Semester 2

EFB222 Quantitative Methods For Economics and Finance

EFB210 Finance 1

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Advertising Major

Year 1 Semester 1

BSB123 Data Analysis

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB119 Global Business

BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour

AMB220 Advertising Theory and Practice

Year 3 Semester 2

AMB318 Advertising Copywriting

AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management

AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns

AMB202 Integrated Marketing Communication

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis

BSB119 Global Business

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance

EFB210 Finance 1

Year 3 Semester 2

EFB223 Economics 2

EFB307 Finance 2

Year 4 Semester 1

EFB333 Introductory Econometrics

EFB335 Investments

Year 4 Semester 2

EFB312 International Finance

EFB201 Financial Markets

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

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BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

EFB223 Economics 2

Year 2 Semester 2

BSB123 Data Analysis

BSB119 Global Business

Year 3 Semester 1

EFB331 Intermediate Microeconomics

EFB330 Intermediate Macroeconomics

Year 3 Semester 2

EFB222 Quantitative Methods For Economics and Finance

EFB328 Public Economics and Finance

Year 4 Semester 1

BSB111 Business Law and Ethics

EFB200 Applied Regression Analysis

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory

EFB314 International Trade and Economic Competitiveness

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis

BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations

HRM Option Unit

Year 4 Semester 1

MGB331 Learning and Development in Organisations

MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection

HRM Option Unit

HRM Option Unit List

HRM students must choose two units from the above list (one must be a Level 3 unit).

MGB201 Contemporary Employment Relations

MGB210 Managing Operations

MGB310 Sustainability in A Changing Environment

MGB309 Strategic Management

MGB314 Organisational Consulting and Change

MGB370 Personal and Professional Development

MGB335 Project Management

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business Major

Year 1 Semester 1

BSB126 Marketing

BSB119 Global Business

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis

BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

EFB240 Finance for International Business

IBB217 Asian Business Development

OR

IBB208 European Business Development

Year 3 Semester 2

AMB210 Importing and Exporting

IBB317 replaced by MGB340 International Business in

FACULTY OF BUSINESS

the Asia-Pacific
OR
IBB308 replaced by MGB340 International Business in
the Asia-Pacific

MGB201 Contemporary Employment Relations
MGB218 Managing Business Growth
MGB314 Organisational Consulting and Change
MGB315 Personal and Professional Development
IBB205 Intercultural Communication and Negotiation
Skills

Year 4 Semester 1

AMB336 International Marketing
MGB225 Intercultural Communication and Negotiation
Skills

Year 4 Semester 2

AMB303 International Logistics
AMB369 International Business Strategy

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

MGB200 Leading Organisations
BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

BSB119 Global Business
MGB310 Sustainability in A Changing Environment

Year 4 Semester 1

MGB309 Strategic Management
Management Option Unit

Year 4 Semester 2

Management Option Unit
MGB335 Project Management

Management Option Unit List

Management students must choose two from the following list (one must be a Level 3 unit):

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major

Year 1 Semester 1

BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research
AMB335 E-marketing Strategies

Year 4 Semester 1

AMB340 Services Marketing
AMB202 Integrated Marketing Communication

Year 4 Semester 2

AMB359 Strategic Marketing
AMB252 Business Decision Making
OR
AMB336 International Marketing

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Public Relations Major

Year 1 Semester 1

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BSB123 Data Analysis

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB119 Global Business

BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

AMB201 Marketing and Audience Research

AMB263 Introduction To Public Relations

Year 3 Semester 2

AMB261 Media Relations and Publicity

AMB262 Public Relations Writing

Year 4 Semester 1

AMB374 Global Public Relations Cases

AMB360 Corporate Communication Management

Year 4 Semester 2

AMB379 Public Relations Campaigns

AMB371 Corporate Communication Strategies

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114 is replaced by BSB124 Working in Business

BSB115 now retitled BSB115 Management

BSB119 now retitled BSB119 Global Business

BSB122 is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121 is now AYB200 Financial Accounting AYB121

AYB220 is now AYB340 Company Accounting AYB220

AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221 is now AMB318 Advertising Copywriting

AMB222 is now AMB319 Media Planning

AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance

EFB102 now retitled EFB223 Economics 2

Economics Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance

EFB102 now retitled EFB223 Economics 2

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB314 is replaced by EFB336 International Economics

EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212 is replaced by AYB114 Business Technologies

BSB213 is replaced by AYB115 Governance Issues and Fraud

BSB314 is replaced by Forensic and Business Intelligence

ITB233 is now INB312 Enterprise Systems Application

ITB823 is now INB830 Web Sites for E-Commerce

ITB239 is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220 now retitled MGB220 Business Research Methods

MGB221 is now MGB339 Performance and Reward

International Business Core units

IBB202 is replaced by EFB240 Finance for International Business

IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB210 is now replaced by AMB210 Importing and Exporting

IBB213 is now AMB336 International Marketing

IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB300 is now AMB369 International Business Strategy

IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

Marketing Core units

AMB241 is now AMB335 E-Marketing Strategies

AMB341 is now AMB359 Strategic Marketing

Public Relations Core units

- AMB260 is replaced by AMB263 Introduction to Public Relations
- AMB360 is replaced by AMB373 Corporate Communication
- AMB361 is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

- AYB223 replaced by AYB230 Corporations Law
- AYB325 is now AYB219 Taxation Law
- AYB305 is replaced by AYB205 Law of Business Entities
- AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

- AYB223 is replaced by AYB230 Corporations Law
- AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)

- AMB230 now retitled AMB230 Digital Promotions
- AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

- AYB312 is now AYB232 Financial Institutions Law
- EFB200 is replaced by EFB333 Introductory Econometrics
- EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

- EFB200 is replaced by EFB333 Introductory Econometrics
- EFB202 is replaced by EFB330 Intermediate Macroeconomics
- EFB211 is replaced by EFB331 Intermediate Microeconomics
- EFB325 is replaced by EFB336 International Economics
- EFB318 is replaced by EFB335 Investments
- EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

- EFB200 is replaced by EFB333 Introductory Econometrics
- EFB324 is replaced by EFB201 Financial Markets
- EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

- EFB318 is replaced by EFB335 Investments
- AYB312 is now AYB232 Financial Institutions Law
- EFB200 is replaced by EFB333 Introductory

Econometrics

Human Resource Management Extended Major (HRX)

- MGB315 is now MGB370 Personal and Professional Development
- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- IBB303 is now AMB303 International Logistics
- AMB230 now retitled AMB230 Digital Promotions
- IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

- IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
- MGB218 is now MGB324 Managing Business Growth
- MGB315 is now MGB370 Personal & Professional Development
- IBB210 is replaced by AMB210 Import and Exporting
- IBB303 is now AMB303 International Logistics

Marketing Extended Major (MKX)

- AMB251 now retitled AMB251 Innovation and Brand Management
- AMB260 is replaced by AMB263 Introduction to Public Relations
- AMB351 is now AMB209 Tourism Marketing
- AMB352 is replaced by AMB252 Business Decision Making
- AMB354 is now AMB208 Events Marketing
- IBB213 is now AMB336 International Marketing
- IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)

- AMB370 is replaced by AMB374 Global Public Relations Cases
- AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

- AYB223 is replaced by AYB230 Corporations Law
- AYB325 is now AYB219 Taxation Law
- AYB305 is now AYB205 Company Law & Practice
- AYB312 is now AYB232 Financial Institutions Law
- BSB213 is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

- BSB212 is replaced by AYB114 Business Technologies
- BSB213 is replaced by AYB115 Governance Issues and

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	Fraud
BSB314	is replaced by AYB341 Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Applications
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102	is replaced by EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB329	is now 338 Contemporary Applications of Economics
EFB314	is replaced by EB336 International Economics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB230	now retitled AMB230 Digital Promotions
AMB354	is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business Intelligence
IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
AMB250	is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
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IX33 - Bachelor of Business/Bachelor of Information Technology Course structure 2009

Course Structure 2009

From semester one, 2009 this course will not be available for commencing students. IX33 will only be available for continuing students. New students - please refer to IX58. Please contact fit.enquiry@qut.edu.au for any enquiries.

Year 1, Semester 1

INB103	Industry Insights
INB250	Systems Architecture
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit

Year 1, Semester 2

INB210	Databases
INB251	Networks
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit

Year 2, Semester 1

INB104	Building IT Systems
	Choose one unit from: Intermediate Level Elective list. This choice will replace ITB008 from 2009 course summary.
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit

Year 2, Semester 2

INB270	Programming
INB271	The Web
BBUS	Business Unit
BBUS	Business Unit

Year 3, Semester 1

	IT Major Unit
	IT Major Unit
BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit

Year 3 Semester 2

INB301	The Business of IT
	IT Major Unit
BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit

Year 4, Semester 1

INB302	Capstone Project
	IT Major Unit
BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit

Year 4, Semester 2

	IT Major Unit
	IT Major Unit
BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit

IX33 - Bachelor of Business/Bachelor of Information Technology Course structure 2008

Year 1, Semester 1

FACULTY OF BUSINESS

ITB002 IT Professional Studies
 ITB005 Systems Architecture
 BBUS Business Faculty Core Unit
 BBUS Business Faculty Core Unit

Year 1, Semester 2

ITB004 Database Systems
 ITB006 Networks
 BBUS Business Faculty Core Unit
 BBUS Business Faculty Core Unit

Year 2, Semester 1

ITB001 Problem Solving and Programming
 ITB008 Modelling Analysis and Design
 BBUS Business Faculty Core Unit
 BBUS Business Faculty Core Unit

Year 2, Semester 2

ITB003 Object Oriented Programming
 ITB007 Web Development
 BBUS Business Unit
 BBUS Business Unit

Year 3, Semester 1

IT Major Unit
 IT Major Unit
 IT Major Unit
 BBUS Business Faculty Core Unit
 BBUS Business Faculty Core Unit

Year 3 Semester 2

ITB009 Core Project Management
 IT Major Unit
 BBUS Business Faculty Major Unit
 BBUS Business Faculty Major Unit

Year 4, Semester 1

ITB010 Core Project Implementation
 IT Major Unit
 BBUS Business Faculty Major Unit
 BBUS Business Faculty Major Unit

Year 4, Semester 2

IT Major Unit
 IT Major Unit
 IT Major Unit
 BBUS Business Faculty Major Unit
 BBUS Business Faculty Major Unit

IX33 - Bachelor of Business/Bachelor of Information Technology Course structure 2007

Year 1, Semester 1

ITB002 IT Professional Studies

ITB005 Systems Architecture
 BBUS Business Faculty Core Unit
 BBUS Business Faculty Core Unit

Year 1, Semester 2

ITB004 Database Systems
 ITB006 Networks
 BBUS Business Faculty Core Unit
 BBUS Business Faculty Core Unit

Year 2, Semester 1

ITB001 Problem Solving and Programming
 ITB008 Modelling Analysis and Design
 BBUS Business Faculty Core Unit
 BBUS Business Faculty Core Unit

Year 2, Semester 2

ITB003 Object Oriented Programming
 ITB007 Web Development
 BBUS Business Unit
 BBUS Business Unit

Year 3, Semester 1

IT Major Unit
 IT Major Unit
 IT Major Unit
 BBUS Business Faculty Core Unit
 BBUS Business Faculty Core Unit

Year 3 Semester 2

ITB009 Core Project Initiation
 IT Major Unit
 IT Major Unit
 BBUS Business Faculty Major Unit
 BBUS Business Faculty Major Unit

Year 4, Semester 1

ITB010 Core Project Implementation
 IT Major Unit
 IT Major Unit
 BBUS Business Faculty Major Unit
 BBUS Business Faculty Major Unit

Year 4, Semester 2

IT Major Unit
 IT Major Unit
 IT Major Unit
 BBUS Business Faculty Major Unit
 BBUS Business Faculty Major Unit

Potential Careers:

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Computer Games Developer, Computer Salesperson/Marketer, Corporate Secretary, Database Manager, Economist, Electronic Commerce Developer,

Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, Human Resource Manager, Information Officer, Information Security Specialist, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Multimedia Designer, Organisational Communication Specialist, Public Relations Officer/Consultant, Publishing Professional, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Systems Programmer, Systems Trainer, Technical Officer, Trainer, Web Designer.

Bachelor of Business / Bachelor of Creative Industries (IX34)

Year offered: 2010

Admissions: Yes

CRICOS code: 059596B

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409182

Past rank cut-off: 84

Past OP cut-off: 9

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for Accountancy, Finance, Economics, and Marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoo Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Career Outcomes

Through the combination of creative industries with business, you will equip yourself for an exciting career in the growth area of creative industries.

If you wish to use your business knowledge more in your career, you could gain employment in arts administration—marketing, managing or balancing the books for creative projects and businesses.

Some combinations are particularly complementary in building related skill sets, for example digital media with advertising, television producing with marketing, or creative and professional writing with public relations. Alternatively, you may be interested in pursuing a professional business career, such as accounting, finance or human resource management within a creative environment.

You will also develop the entrepreneurial and business skills necessary to sell your abilities to a range of employers, or start your own creative enterprise in the performance, visual or production arts. Please refer to the Faculty of Business prospectus to find out more about the business majors.

Overview

This program consists of 16 creative industries units and 16 business units which are integrated so that you will study

units from both areas each semester. You will undertake the Bachelor of Creative Industries core units as well as one creative industries major from animation; art and design history; creative and professional writing; dance; digital media; drama; entertainment industries; fashion; film, television and screen; interactive and visual design; journalism, media and communication; literary studies; or music.

Your business degree provides you with a broad base of business knowledge, and you will choose a major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Course Design

This course is made up of 384 credit points. Each component (i.e. Business and Creative Industries) comprises 192 credit points.

The Business component is made up of 96 credit points of Faculty core units and 96 credit points of units from a Business major. The Business majors are accountancy, advertising, economics, finance, human resource management, international business, management, marketing, public relations. Accountancy students will complete 10 major units and 6 Faculty core units in order to meet professional recognition requirements.

The Creative Industries component is made up of 96 credit points of core units and a Creative Industries major (96 credit points).

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Deferment

All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

Course structure for students who commenced in 2010

Year 1, Semester 1

	Business Faculty Core Unit
	Business Faculty Core Unit
KKB101	Creative Industries: People and Practices
SELECT	Either KPB101 or KVB104:
KPB101	Introduction to Film, TV and New Media

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Production
KVB104 Photomedia and Artistic Practice

SELECT Either KPB150 or KVB104:
KPB150 Foundations of Multi-platform Production
KVB104 Photomedia and Artistic Practice

Year 1, Semester 2

Business Faculty Core Unit
Business Faculty Core Unit
KCB103 Strategic Speech Communication
KKB102 Creative Industries: Making Connections

Year 1, Semester 2

Business Faculty Core Unit
Business Faculty Core Unit
KCB103 Strategic Speech Communication
KKB102 Creative Industries: Making Connections

Year 2, Semester 1

Business Faculty Core Unit
Business Faculty Core Unit
KKB221 Approaching Interdisciplinarity
SELECT Creative Industries Major: First Unit

Year 2, Semester 1

Business Faculty Core Unit
Business Faculty Core Unit
KKB221 Approaching Interdisciplinarity
SELECT Creative Industries Major: First Unit

Year 2, Semester 2

Business Faculty Core Unit
Business Faculty Core Unit
KKB222 Interdisciplinarity in Practice
SELECT Creative Industries Major: Second Unit

Year 2, Semester 2

Business Faculty Core Unit
Business Faculty Core Unit
KKB222 Interdisciplinarity in Practice
SELECT Creative Industries Major: Second Unit

Year 3, Semester 1

Business Faculty Major Unit
Business Faculty Major Unit
SELECT Creative Industries Major: Third Unit
SELECT Creative Industries Major: Fourth Unit

Year 3, Semester 1

Business Faculty Major Unit
Business Faculty Major Unit
SELECT Creative Industries Major: Third Unit
SELECT Creative Industries Major: Fourth Unit

Year 3, Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
SELECT Creative Industries Major: Fifth Unit
SELECT Creative Industries Major: Sixth Unit

Year 3, Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
SELECT Creative Industries Major: Fifth Unit
SELECT Creative Industries Major: Sixth Unit

Year 4, Semester 1

Business Faculty Major Unit
Business Faculty Major Unit
SELECT Creative Industries Major: Seventh Unit
SELECT A Transitions to New Professional Environments Unit

Year 4, Semester 1

Business Faculty Major Unit
Business Faculty Major Unit
SELECT Creative Industries Major: Seventh Unit
SELECT A Transitions to New Professional Environments Unit

Year 4, Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
SELECT Creative Industries Major: Eighth Unit
SELECT A Transitions to New Professional Environments Unit

Year 4, Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
SELECT Creative Industries Major: Eighth Unit
SELECT A Transitions to New Professional Environments Unit

Course structure for students who commenced in 2009

Year 1, Semester 1

Business Faculty Core Unit
Business Faculty Core Unit
KKB101 Creative Industries: People and Practices

Communication Design course structure for students who commenced in 2008

Year 1, Semester 1

KKB101 Creative Industries: People and Practices

KIB101 Visual Communication

Year 1, Semester 2

KKB102 Creative Industries: Making Connections

KIB102 Visual Interactions

Year 2, Semester 1

SELECT A Creative Industries Unit Option

KIB103 Introduction to Web Design and Development

Year 2, Semester 2

SELECT A Creative Industries Unit Option

KIB104 Digital Media

Year 3, Semester 1

KIB214 Design for Interactive Media

SELECT Either KIB230 or KKB216:

KIB230 Interface and Information Design

KKB216 Graphical Development Environments for Media Interaction

Year 3, Semester 2

KIB216 Advanced Web Design

SELECT Either KIB205 or KVB204:

KIB205 Programming for Visual Designers and Artists

KVB204 Graphic Design

Year 4, Semester 1

KIB315 Contemporary Issues in Digital Media

SELECT Either KIB309 or KIB335:

KIB309 Embodied Interactions

KIB335 Typography and Illustration

Year 4, Semester 2

KIB322 Design Project

SELECT Either KIB314 or KKB338:

KIB314 Tangible Media

KIB338 Print Media

Creative Writing course structure for students who commenced in 2008

Year 1, Semester 1

KKB101 Creative Industries: People and Practices

KWB101 Introduction to Creative Writing

Year 1, Semester 2

KKB102 Creative Industries: Making Connections

KWB104 Creative Writing: The Short Story

Year 2, Semester 1

KWB103 Persuasive Writing

KWB107 Creative Non-Fiction

Year 2, Semester 2

KWB102 Media Writing

SELECT Either KJB224 or KWB106:

KJB224 Feature Writing

KWB106 Corporate Writing and Editing

Year 3, Semester 1

SELECT A Creative Industries Unit Option

KWB207 Great Books: Creative Writing Classics

Year 3, Semester 2

SELECT A Creative Industries Unit Option

KWB206 Youth and Children's Writing

Year 4, Semester 1

KWB211 Stylistics and Poetics

KWB313 Novel and Memoir

Year 4, Semester 2

KWB205 Creative Writing Project 1

KWB303 Writing and Publishing Industry

Dance course structure for students who commenced in 2008

Year 1, Semester 1

KDB103 Dance Technique Studies 1

KKB101 Creative Industries: People and Practices

Year 1, Semester 2

KDB104 Dance Technique Studies 2

KKB102 Creative Industries: Making Connections

Year 2, Semester 1

KDB105 Architecture of the Body

KDB213 Dance Technique Studies 3

Year 2, Semester 2

KDB107 Choreographic Studies 1

KDB214 Dance Technique Studies 4

Year 3, Semester 1

KDB110 Deconstructing Dance in History

KDB207-1 Choreographic Studies 2

Year 3, Semester 2

KDB106 Dance Analysis

KDB207-2 Choreographic Studies 2

KDB208 Integrated Professional Skills

Year 4, Semester 1

SELECT A Creative Industries Unit Option

KDB108 World Dance

Year 4, Semester 2

SELECT A Creative Industries Unit Option
KDB204 Australian Dance

Drama course structure for students who commenced in 2008

Year 1, Semester 1

KKB101 Creative Industries: People and Practices
KTB101 20th Century Performance

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
KTB104 Performance Innovation

Year 2, Semester 1

KTB102 Process Drama
KTB103 Performing Skills 1: Character and Scene

Year 2, Semester 2

KTB105 Production 1: Story Making
KTB106 Performing Skills 2: Style and Form

Year 3, Semester 1

SELECT A Creative Industries Unit Option
KTB206 The Creating Body

Year 3, Semester 2

SELECT A Creative Industries Unit Option
KTB207 Staging Australia

Year 4, Semester 1

KTB204 Understanding Performance
KTB301 Performing Self

Year 4, Semester 2

KTB303 Production 3: Interpreting and Adapting
KTB305 The Entrepreneurial Artist

Interdisciplinary course structure for students who commenced in 2008

Year 1, Semester 1

KKB101 Creative Industries: People and Practices
SELECT Either KPB101 or KVB104:
KPB101 Introduction to Film, TV and New Media Production
KVB104 Photomedia and Artistic Practice

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
KCB103 Strategic Speech Communication

Year 2, Semester 1

KKB221 Approaching Interdisciplinarity
SELECT Creative Industries co-major: First Unit

Year 2, Semester 2

KKB222 Interdisciplinarity in Practice
SELECT Creative Industries co-major: Second Unit

Year 3, Semester 1

SELECT Creative Industries co-major: Third Unit
SELECT Creative Industries co-major: Fourth Unit

Year 3, Semester 2

SELECT Creative Industries co-major: Fifth Unit
SELECT Creative Industries co-major: Sixth Unit

Year 4, Semester 1

SELECT Transitions to New Professional Environment Unit
SELECT Creative Industries co-major: Seventh Unit

Year 4, Semester 2

SELECT Transitions to New Professional Environment Unit
SELECT Creative Industries co-major: Eighth Unit

Media and Communication course structure for students who commenced in 2008

Year 1, Semester 1

KKB101 Creative Industries: People and Practices
KCB101 Introduction to Media and Communication: Texts

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
KCB104 Introduction to Media and Communications: Industries

Year 2, Semester 1

KCB102 Media Myth Busting 1
KCB103 Strategic Speech Communication

Year 2, Semester 2

KCB105 Media Myth Busting 2
KCB202 New Media 2: Applications and Implications

Year 3, Semester 1

KCB201 New Media 1: Information and Knowledge
KCB304 Managing Communication Resources

Year 3, Semester 2

KCB203 Consumption Matters: Consumer Cultures and Identity
SELECT Either KCB205 or a Creative Industries Unit Option:
KCB205 Professional Communication

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A Creative Industries Unit Option

Year 4, Semester 1

- KCB301 Media Audiences
KCB302 Political Communication

Year 4, Semester 2

- KCB303 Brisbane Media Map
SELECT Either KKB341, KKB343, KKB345 or a Creative Industries Unit Option:
KKB341 Workplace Learning 1
KKB343 Service Learning 1
KKB345 Creative Industries Project 1
A Creative Industries Unit Option

Music course structure for students who commenced in 2008

Year 1, Semester 1

- KKB101 Creative Industries: People and Practices
SELECT Either KMB003 or KMB005-1:
KMB003 Sex Drugs Rock 'n' roll
KMB005-1 Group Music

Year 1, Semester 2

- KKB102 Creative Industries: Making Connections
KMB105 Music and Sound Technology
SELECT KMB005-2 if KMB005-1 was completed in semester 1:
KMB005-2 Group Music

Year 2, Semester 1

- KMB130 Core Musicianship 1
SELECT Either KMB110 or KMB120:
KMB110 Music Production 1
KMB120 Music Performance 1

Year 2, Semester 2

- KMB131 Core Musicianship 2
SELECT Either KMB111 or KMB121:
KMB111 Music Production 2
KMB121 Music Performance 2

Year 3, Semester 1

- SELECT A Music Unit Option (List A)
KMB214-1 Music and Sound: Principal Study A

Year 3, Semester 2

- SELECT A Music Unit Option (List B)
KMB214-2 Music and Sound: Principal Study A

Year 4, Semester 1

- SELECT A Creative Industries Unit Option

SELECT A Music Unit Option (List A)

Year 4, Semester 2

- SELECT A Creative Industries Unit Option
SELECT A Music Unit Option (List B)

LIST A: Music Unit Options

- KMB003 Sex Drugs Rock 'n' roll
KMB004 World Music
KMB108 Sound Recording and Acoustics
KMB113 Multi-Instrumental Music A
KMB119 Music and Sound Production 1
KMB122 Music and Sound Concepts 1
KMB200 Music Scenes and Subcultures
KMB206 Jazz and Popular Musicianship
KMB207 Cross Cultural Musicianship
KMB209 Conducting
KMB213 Multi-Instrumental Music B

LIST B: Music Unit Options

- KMB002 Music and Spirituality
KMB106 Music and Sound for Multimedia
KMB107 Sound, Image, Text
KMB108 Sound Recording and Acoustics
KMB129 Music and Sound Production 2
KMB132 Music and Sound Concepts 2
KMB205 Sound Media Musicianship
KMB208 Contemporary Art Music Musicianship
KMB212 Arranging
KMB301 The Music Industry

*Please note: KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

Sound Design course structure for students who commenced in 2008

Year 1, Semester 1

- KKB101 Creative Industries: People and Practices
KMB105 Music and Sound Technology

Year 1, Semester 2

- KKB102 Creative Industries: Making Connections
KMB106 Music and Sound for Multimedia
*Please note: KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

Year 2, Semester 1

- KMB104 Music and Sound Skills
KMB110 Music Production 1

Year 2, Semester 2

- KMB107 Sound, Image, Text

KMB111 Music Production 2

Entrepreneurship and Investment

Year 3, Semester 1

SELECT A Sound Design Unit Option (List A)
KMB214-1 Music and Sound: Principal Study A

Year 3, Semester 2

KMB205 Sound Media Musicianship
KMB214-2 Music and Sound: Principal Study A

Year 4, Semester 1

SELECT A Creative Industries Unit Option
SELECT A Creative Industries Unit Option

Year 4, Semester 2

KMB301 The Music Industry
SELECT A Sound Design Unit Option (List B)

LIST A: Sound Design Unit Options

KIB103 Introduction to Web Design and Development
KIB108 Animation History and Practices
KMB003 Sex Drugs Rock 'n' roll
KMB004 World Music

LIST B: Sound Design Unit Options

KCB202 New Media 2: Applications and Implications
KIB104 Digital Media
KIB105 Animation and Motion Graphics
KPB101 Introduction to Film, TV and New Media Production

Television course structure for students who commenced in 2008

Year 1, Semester 1

KKB101 Creative Industries: People and Practices
KPB101 Introduction to Film, TV and New Media Production

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
KPB104 Film and Television Production Resource Management

Year 2, Semester 1

KPB106 Australian Television
KWB102 Media Writing

Year 2, Semester 2

SELECT A Creative Industries Unit Option
KPB107 Television's Greatest Hits

Year 3, Semester 1

KCB301 Media Audiences
KPB202 Film and Television Business Skills:

Year 3, Semester 2

KKB175 Creative Industries Legal Issues
KPB207 Film and Television Scriptwriting

Year 4, Semester 1

SELECT A Creative Industries Unit Option
KPB303 Critical Thinking About Television

Year 4, Semester 2

KPB302 Project Development and Script Editing for Television
KPB310 Television Practice

Communication Design course structure for students who commenced in 2007

Year 1, Semester 1

SELECT A Creative Industries Core Unit
KIB101 Visual Communication

Year 1, Semester 2

SELECT A Creative Industries Core Unit
KIB102 Visual Interactions

Year 2, Semester 1

SELECT A Creative Industries Unit Option
KIB103 Introduction to Web Design and Development

Year 2, Semester 2

SELECT A Creative Industries Unit Option
KIB104 Digital Media

Year 3, Semester 1

KIB214 Design for Interactive Media
SELECT Either KIB230 or KKB216:
KIB230 Interface and Information Design
KKB216 Graphical Development Environments for Media Interaction

Year 3, Semester 2

KIB216 Advanced Web Design
SELECT Either KIB205 or KVB204:
KIB205 Programming for Visual Designers and Artists
KVB204 Graphic Design

Year 4, Semester 1

KIB315 Contemporary Issues in Digital Media
SELECT Either KIB309 or KIB335:
KIB309 Embodied Interactions
KIB335 Typography and Illustration

Year 4, Semester 2

KIB322	Design Project
SELECT	Either KIB314 or KKB338:
KIB314	Tangible Media
KIB338	Print Media

Creative Writing course structure for students who commenced in 2007

Year 1, Semester 1

SELECT	A Creative Industries Core Unit
KWB101	Introduction to Creative Writing

Year 1, Semester 2

SELECT	A Creative Industries Core Unit
KWB104	Creative Writing: The Short Story

Year 2, Semester 1

KWB107	Creative Non-Fiction
SELECT	Either KWB102 or KWB103:
KWB102	Media Writing
KWB103	Persuasive Writing

Year 2, Semester 2

KWB204	Writing for Performance
SELECT	Either KJB224 or KWB106:
KJB224	Feature Writing
KWB106	Corporate Writing and Editing

Year 3, Semester 1

SELECT	A Creative Industries Unit Option
KWB207	Great Books: Creative Writing Classics

Year 3, Semester 2

SELECT	A Creative Industries Unit Option
KWB206	Youth and Children's Writing

Year 4, Semester 1

KWB211	Stylistics and Poetics
KWB313	Novel and Memoir

Year 4, Semester 2

KWB205	Creative Writing Project 1
KWB303	Writing and Publishing Industry

NOTES:

* If you have done both KWB204 Creative Non-fiction: Life Writing and KWB203 Creative Writing: The Novel then you cannot enroll in KWB313 Novel and Memoir. But if you have completed only one of KWB204 Creative Non-fiction: Life Writing or KWB203 Creative Writing: The Novel, you can and must do KWB313 Novel and Memoir.

* If you have not successfully completed KWB204, you must enrol one of the following units: KWB102, KWB103 or KJB224

Dance course structure for students who commenced in 2007

Year 1, Semester 1

KDB103	Dance Technique Studies 1
SELECT	A Creative Industries Core Unit

Year 1, Semester 2

KDB104	Dance Technique Studies 2
SELECT	A Creative Industries Core Unit

Year 2, Semester 1

KDB105	Architecture of the Body
KDB213	Dance Technique Studies 3

Year 2, Semester 2

KDB107	Choreographic Studies 1
KDB214	Dance Technique Studies 4

Year 3, Semester 1

KDB110	Deconstructing Dance in History
KDB207-1	Choreographic Studies 2

Year 3, Semester 2

KDB106	Dance Analysis
KDB207-2	Choreographic Studies 2
KDB208	Integrated Professional Skills

Year 4, Semester 1

SELECT	A Creative Industries Unit Option
KDB108	World Dance

Year 4, Semester 2

SELECT	A Creative Industries Unit Option
KDB204	Australian Dance

Drama course structure for students who commenced in 2007

Year 1, Semester 1

SELECT	A Creative Industries Core Unit
KTB101	20th Century Performance

Year 1, Semester 2

SELECT	A Creative Industries Core Unit
KTB104	Performance Innovation

Year 2, Semester 1

KTB102	Process Drama
KTB103	Performing Skills 1: Character and Scene

Year 2, Semester 2

KTB105	Production 1: Story Making
KTB106	Performing Skills 2: Style and Form

Year 3, Semester 1

SELECT A Creative Industries Unit Option
 KTB206 The Creating Body

Year 3, Semester 2

SELECT A Creative Industries Unit Option
 KTB207 Staging Australia

Year 4, Semester 1

KTB204 Understanding Performance
 KTB301 Performing Self

Year 4, Semester 2

KTB303 Production 3: Interpreting and Adapting
 KTB305 The Entrepreneurial Artist

Interdisciplinary course structure for students who commenced in 2007

Year 1, Semester 1

SELECT A Creative Industries Core Unit
 SELECT Sub-Major 1: First Unit

Year 1, Semester 2

SELECT A Creative Industries Core Unit
 SELECT Sub-Major 1: Second Unit

Year 2, Semester 1

SELECT Sub-Major 1: Third Unit
 SELECT Sub-Major 2: First Unit

Year 2, Semester 2

SELECT Sub-Major 1: Fourth Unit
 SELECT Sub-Major 2: Second Unit

Year 3, Semester 1

SELECT Sub-Major 1: Fifth Unit
 SELECT Sub-Major 2: Third Unit

Year 3, Semester 2

SELECT Sub-Major 1: Sixth Unit
 SELECT Sub-Major 2: Fourth Unit

Year 4, Semester 1

SELECT A Creative Industries Unit Option
 SELECT Sub-Major 2: Fifth Unit

Year 4, Semester 2

SELECT A Creative Industries Unit Option
 SELECT Sub-Major 2: Sixth Unit

Please note: At least eight of your sub-major units must be K-coded units

Media and Communication course structure for

students who commenced in 2007

Year 1, Semester 1

KCB101 Introduction to Media and Communication:
 Texts
 SELECT A Creative Industries Core Unit

Year 1, Semester 2

KCB104 Introduction to Media and Communications:
 Industries
 SELECT A Creative Industries Core Unit

Year 2, Semester 1

KCB102 Media Myth Busting 1
 KCB103 Strategic Speech Communication

Year 2, Semester 2

KCB105 Media Myth Busting 2
 KCB202 New Media 2: Applications and Implications

Year 3, Semester 1

KCB201 New Media 1: Information and Knowledge
 KCB302 Political Communication

Year 3, Semester 2

KCB203 Consumption Matters: Consumer Cultures and
 Identity
 KCB304 Managing Communication Resources

Year 4, Semester 1

KCB301 Media Audiences
 SELECT Either KCB205 or a Creative Industries Unit
 Option:
 KCB205 Professional Communication
 A Creative Industries Unit Option

Year 4, Semester 2

KCB303 Brisbane Media Map
 SELECT Either KKB341, KKB343, KKB345 or a
 Creative Industries Unit Option:
 KKB341 Workplace Learning 1
 KKB343 Service Learning 1
 KKB345 Creative Industries Project 1
 A Creative Industries Unit Option

Music course structure for students who commenced in 2007

Year 1, Semester 1

SELECT A Creative Industries Core Unit
 SELECT Either KMB003 or KMB005-1:
 KMB003 Sex Drugs Rock 'n' roll
 KMB005-1 Group Music

Year 1, Semester 2

FACULTY OF BUSINESS

SELECT A Creative Industries Core Unit
 KMB105 Music and Sound Technology
 SELECT KMB005-2 if KMB005-1 was completed in semester 1:
 KMB005-2 Group Music

Year 2, Semester 1

KMB130 Core Musicianship 1
 SELECT Either KMB110 or KMB120:
 KMB110 Music Production 1
 KMB120 Music Performance 1

Year 2, Semester 2

KMB131 Core Musicianship 2
 SELECT Either KMB111 or KMB121:
 KMB111 Music Production 2
 KMB121 Music Performance 2

Year 3, Semester 1

SELECT A Music Unit Option (List A)
 KMB214-1 Music and Sound: Principal Study A

Year 3, Semester 2

SELECT A Music Unit Option (List B)
 KMB214-2 Music and Sound: Principal Study A

Year 4, Semester 1

SELECT A Creative Industries Unit Option
 SELECT A Music Unit Option (List A)

Year 4, Semester 2

SELECT A Creative Industries Unit Option
 SELECT A Music Unit Option (List B)

LIST A: Music Unit Options

KMB003 Sex Drugs Rock 'n' roll
 KMB004 World Music
 KMB108 Sound Recording and Acoustics
 KMB113 Multi-Instrumental Music A
 KMB119 Music and Sound Production 1
 KMB122 Music and Sound Concepts 1
 KMB200 Music Scenes and Subcultures
 KMB206 Jazz and Popular Musicianship
 KMB207 Cross Cultural Musicianship
 KMB209 Conducting
 KMB213 Multi-Instrumental Music B

LIST B: Music Unit Options

KMB002 Music and Spirituality
 KMB106 Music and Sound for Multimedia
 KMB107 Sound, Image, Text
 KMB108 Sound Recording and Acoustics

KMB129 Music and Sound Production 2
 KMB132 Music and Sound Concepts 2
 KMB205 Sound Media Musicianship
 KMB208 Contemporary Art Music Musicianship
 KMB212 Arranging
 KMB301 The Music Industry

*Please note: KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

Sound Design course structure for students who commenced in 2007

Year 1, Semester 1

SELECT A Creative Industries Core Unit
 KMB105 Music and Sound Technology

Year 1, Semester 2

SELECT A Creative Industries Core Unit
 KMB106 Music and Sound for Multimedia

*Please note: KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

Year 2, Semester 1

KMB104 Music and Sound Skills
 KMB110 Music Production 1

Year 2, Semester 2

KMB107 Sound, Image, Text
 KMB111 Music Production 2

Year 3, Semester 1

SELECT A Sound Design Unit Option (List A)
 KMB214-1 Music and Sound: Principal Study A

Year 3, Semester 2

KMB205 Sound Media Musicianship
 KMB214-2 Music and Sound: Principal Study A

Year 4, Semester 1

SELECT A Creative Industries Unit Option
 SELECT A Creative Industries Unit Option

Year 4, Semester 2

KMB301 The Music Industry
 SELECT A Sound Design Unit Option (List B)

LIST A: Sound Design Unit Options

KIB103 Introduction to Web Design and Development
 KIB108 Animation History and Practices
 KMB003 Sex Drugs Rock 'n' roll
 KMB004 World Music

LIST B: Sound Design Unit Options

KCB202 New Media 2: Applications and Implications

KIB104	Digital Media
KIB105	Animation and Motion Graphics
KPB101	Introduction to Film, TV and New Media Production

Television course structure for students who commenced in 2007

Year 1, Semester 1

SELECT	A Creative Industries Core Unit
KPB101	Introduction to Film, TV and New Media Production

Year 1, Semester 2

SELECT	A Creative Industries Core Unit
KPB104	Film and Television Production Resource Management

Year 2, Semester 1

KPB106	Australian Television
KWB102	Media Writing

Year 2, Semester 2

SELECT	A Creative Industries Elective
KPB107	Television's Greatest Hits

Year 3, Semester 1

KCB301	Media Audiences
KPB202	Film and Television Business Skills: Entrepreneurship and Investment

Year 3, Semester 2

KKB175	Creative Industries Legal Issues
KPB207	Film and Television Scriptwriting

Year 4, Semester 1

KPB302	Project Development and Script Editing for Television
KPB303	Critical Thinking About Television

Year 4, Semester 2

SELECT	A Creative Industries Unit Option
KPB304	Television Practice

Visual Arts course structure for students who commenced in 2007

Year 1, Semester 1

SELECT	A Creative Industries Core Unit
KVB100	Research and Creativity in the Visual Arts

Year 1, Semester 2

SELECT	A Creative Industries Core Unit
KVB104	Photomedia and Artistic Practice

Year 2, Semester 1

KVB102	Modernism
KVB110	2D Media and Processes

Year 2, Semester 2

SELECT	A Creative Industries Elective
KVB111	3D Media and Processes

Year 3, Semester 1

KVB200	Exhibition and Display in the Visual Arts
KVB213	Graphic Investigation

Year 3, Semester 2

KVB103	Australian Art
KVB211	Post 1945 Art

Year 4, Semester 1

SELECT	A Creative Industries Unit Option
SELECT	Either KVB212 or KVB304:
KVB212	Australian Art, Architecture and Design
KVB304	Contemporary Art Issues

Year 4, Semester 2

KVB306	Video Art and Culture
SELECT	Either KVB108 or KVB307:
KVB108	Contemporary Asian Visual Culture
KVB307	Theories of Spatial Culture

Creative Industries Major Options

INSTRUCTIONS FOR MAJORS

Please refer to the following study sequences to plan your program. You must complete 96 credit points (normally eight 12 credit point subjects) from the specified units to achieve a major, following semester of offer and unit requisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these majors and/or minors and are also mandatory elsewhere in your course can not contribute towards the completion of these majors and/or minors. Any unit(s) that appear in multiple majors and/or minors can only contribute towards the completion of one of these majors or minors.

Animation

Description: This major provides you with important skills in the skills, principles, concepts and history of animation. Beginning with drawing for animation and an exploration of the history of the animation industry and its practices, you will then apply this knowledge to current and emerging fields within the animation industry including motion graphics, 3D modelling and animation, real-time 3D and character animation. Through the creation of an interactive virtual environment you will be given the opportunity to refine your skills and expand your knowledge of the 3D animation industry.

Assumed Knowledge: There is no specific prior

	knowledge required as a prerequisite to undertaking this major.
KIB105	Animation and Motion Graphics
KIB108	Animation History and Practices
KIB203	Introduction to 3D Computer Graphics
KIB225	Character Development, Conceptual Design and Animation Layout
KIB316	Virtual Environments
KIB325	Real-Time 3D Computer Graphics
KVB105	Drawing for Design
KVB106	Drawing for Animation

Art and Design History

Description: This major equips you with the educational base necessary for a career in the arts professions, such as curatorial work, art criticism and arts administration. It offers a coherent and sequential set of units that provide a platform for a research-based study of the visual arts, design and architecture. In conjunction with further study, this major will assist in preparing you for work as a professional in these disciplines.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

DAB325	Architecture in the 20th Century
DAB420	Architecture, Culture and Space
DEB102	Introducing Design History
KVB102	Modernism
KVB103	Australian Art
KVB108	Contemporary Asian Visual Culture
KVB211	Post 1945 Art
KVB212	Australian Art, Architecture and Design
KVB304	Contemporary Art Issues
KVB306	Video Art and Culture

Creative and Professional Writing

Description: The aim of this major is to prepare students to graduate with adequate skills and knowledge in the area of creative and professional writing; to provide a thorough grounding in a variety of genres that include fiction, creative non-fiction, media writing and corporate writing and editing, thereby equipping graduates with the versatility required of professional writers; to enhance the critical, analytical and peer-reviewing skills of students; to provide an understanding of creative writing in its social and generic contexts.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

Instructions: Of the eight units you need to complete, you must select at least three units coded 200 or above.

KWB101	Introduction to Creative Writing
KWB102	Media Writing

KWB103	Persuasive Writing
KWB104	Creative Writing: The Short Story
KWB106	Corporate Writing and Editing
KWB107	Creative Non-Fiction
KWB206	Youth and Children's Writing
KWB207	Great Books: Creative Writing Classics
KWB211	Stylistics and Poetics
KWB303	Writing and Publishing Industry
KWB313	Novel and Memoir

Dance Studies

Description: This major aims to provide a broad grounding in practical and theoretical aspects of dance. You will gain skills in contemporary dance, ballet, commercially driven genres, choreography and critical thinking and writing together with an understanding of the social and historical context of ballet, contemporary dance, and popular and world dance.

Assumed Knowledge: Previously acquired knowledge or skill IS required for you to undertake this major. It is essential that you be physically able, fit and have basic knowledge in a dance technique, either ballet, jazz or contemporary dance.

Instructions: Of the eight units you need to complete, you must select at least two units coded 200 or above.

KDB103	Dance Technique Studies 1
KDB104	Dance Technique Studies 2
KDB105	Architecture of the Body
KDB106	Dance Analysis
KDB107	Choreographic Studies 1
KDB108	World Dance
KDB109	Funk, Tap and all that Jazz
KDB110	Deconstructing Dance in History
KDB204	Australian Dance
KDB205	Dance in Education
KDB225	Music Theatre Skills

*Please note that the Dance Studies major in the Bachelor of Creative Industries is NOT a pathway to secondary dance teaching

*KDB205 will not be offered in 2010.

Digital Media

Description: Online and interactive technologies now dominate creative and professional life. This major provides you with the opportunity to develop websites, multimedia projects, wikis and blogs, as well as allowing you to understand the guiding principals behind these new modes of communication and creative practice.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KCB101	Introduction to Media and Communication: Texts
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SELECT	Either KCB102 or KJB101:	AMB207	Entertainment Marketing
KCB102	Media Myth Busting 1	BSB126	Marketing
KJB101	Digital Journalism	KXB101	Introduction to Entertainment
SELECT	Either KCB104 or KPB110:	KXB102	Global Entertainment
KCB104	Introduction to Media and Communications: Industries	KXB201	Entertainment?Practice:?Balancing?Entertainment?and?Creativity
KPB110	The Movie, TV & New Media Business	KXB301	Entertainment?Industries?Map
KCB201	New Media 1: Information and Knowledge	LWS008	Entertainment Law
KCB202	New Media 2: Applications and Implications	SELECT	One of the following units:
KCB203	Consumption Matters: Consumer Cultures and Identity	AMB200	Consumer Behaviour
KIB101	Visual Communication	KCB301	Media Audiences
KIB103	Introduction to Web Design and Development	KPB101	Introduction to Film, TV and New Media Production
KVB306	Video Art and Culture	KWB102	Media Writing

Note: KXB301 will first be offered in 2012.
LWS008 will first be offered in 2011.

Drama

Description: The major offers a balance of performance theory and practice. It is designed as a learning sequence, beginning with introductory concepts and practices, through intermediate and on to advanced learning. Underpinning the major is a twin focus on contemporary performance-making and events management. Both of these areas are balanced by studies in theatre history and theory. Core topics include acting; directing; twentieth-century performance theory and practice; and events management.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KDB225	Music Theatre Skills
KTB101	20th Century Performance
KTB103	Performing Skills 1: Character and Scene
KTB104	Performance Innovation
KTB106	Performing Skills 2: Style and Form
KTB204	Understanding Performance
KTB207	Staging Australia
KTB210	Creative Industries Management
KTB211	Creative Industries Events and Festivals
KTB305	The Entrepreneurial Artist
KTB306	Directing for Performance Events and Festivals

Entertainment Industries

Description: On completion of this major, you will be able to demonstrate the knowledge and skills required to pursue a career in the Entertainment Industry. These include an understanding of the characteristics of mainstream commercial culture that appeal to large audiences; an understanding both of business and creative processes; an ability to balance the two of these; and an awareness of historical and current Entertainment content and business.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

Fashion

Description: This major has been designed to offer a mix of theoretical and practical units. The theory units will develop your knowledge and understanding of the history, industry and consumption of fashion and will introduce you to the critical legal issues surrounding the production and distribution of fashion. The practical units provide you with a variety of options to develop fashion related skills focusing on textile design, portfolio development and fashion journalism.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KCB203	Consumption Matters: Consumer Cultures and Identity
KFB103	Introduction to Fashion
KFB106	Unspeakable Beauty: A History of Fashion and Style
KFB107	Drawing For Fashion
KFB205	Fashion and Style Journalism
KFB206	Fashion and Modernity
KFB207	Contemporary Fashion
KFB208	Fashion Portfolio
KFB209	Ragtrade: Wholesaling Fashion
KFB304	Fashion, Law and the Real World
KVB213	Graphic Investigation

Film, Television and Screen

Description: The aim of this major is to provide students with a range of understandings in the theory and practice of film, television and screen. This study area aims to enhance creative, technical and organisational abilities as well as building story telling and communication skills.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KPB101	Introduction to Film, TV and New Media
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combination of practical and theoretical skills to support a career in music within administrative, business, or organisational areas.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KDB225	Music Theatre Skills
KKB345	Creative Industries Project 1
KMB003	Sex Drugs Rock 'n' roll
KMB004	World Music
KMB107	Sound, Image, Text
KMB119	Music and Sound Production 1
KMB122	Music and Sound Concepts 1
KMB129	Music and Sound Production 2
KMB132	Music and Sound Concepts 2
KMB200	Music Scenes and Subcultures
KMB301	The Music Industry

Creative Industries Second Major Options

INSTRUCTIONS FOR SECOND MAJORS/CO-MAJORS

* The second majors for 2010 are subject to final approval.

Please refer to the following study sequences to plan your program. You must complete 96 credit points (normally eight 12 credit point subjects) from the specified units to achieve a second major, following semester of offer and unit requisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these second majors and are also mandatory elsewhere in your course can not contribute towards the completion of these second majors. Any unit(s) that appear in multiple second majors can only contribute towards the completion of one of these second majors.

Advertising

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB220	Advertising Theory and Practice
AMB318	Advertising Copywriting
AMB319	Media Planning
AMB320	Advertising Management
AMB330	Advertising Planning Portfolio
BSB126	Marketing

Note: AMB221 and AMB339 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Animation

Description: This second major provides you with important skills in the skills, principles, concepts and history of animation. Beginning with drawing for animation and an exploration of the history of the animation industry and its

practices, you will then apply this knowledge to current and emerging fields within the animation industry including motion graphics, 3D modelling and animation, real-time 3D and character animation. Through the creation of an interactive virtual environment you will be given the opportunity to refine your skills and expand your knowledge of the 3D animation industry.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KIB105	Animation and Motion Graphics
KIB108	Animation History and Practices
KIB203	Introduction to 3D Computer Graphics
KIB225	Character Development, Conceptual Design and Animation Layout
KIB316	Virtual Environments
KIB325	Real-Time 3D Computer Graphics
KVB105	Drawing for Design
KVB106	Drawing for Animation

Art and Design History

Description: This second major equips you with the educational base necessary for a career in the arts professions, such as curatorial work, art criticism and arts administration. It offers a coherent and sequential set of units that provide a platform for a research-based study of the visual arts, design and architecture. In conjunction with further study, this second major will assist in preparing you for work as a professional in these disciplines.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

DAB325	Architecture in the 20th Century
DAB420	Architecture, Culture and Space
DEB102	Introducing Design History
KVB102	Modernism
KVB103	Australian Art
KVB108	Contemporary Asian Visual Culture
KVB211	Post 1945 Art
KVB212	Australian Art, Architecture and Design
KVB304	Contemporary Art Issues
KVB306	Video Art and Culture

Creative and Professional Writing

Description: The aim of this second major is to prepare students to graduate with adequate skills and knowledge in the area of creative and professional writing; to provide a thorough grounding in a variety of genres that include fiction, creative non-fiction, media writing and corporate writing and editing, thereby equipping graduates with the versatility required of professional writers; to enhance the critical, analytical and peer-reviewing skills of students; to provide an understanding of creative writing in its social and generic contexts.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

- KWB101 Introduction to Creative Writing
- KWB102 Media Writing
- KWB103 Persuasive Writing
- KWB104 Creative Writing: The Short Story
- KWB106 Corporate Writing and Editing
- KWB107 Creative Non-Fiction
- KWB206 Youth and Children's Writing
- KWB207 Great Books: Creative Writing Classics
- KWB211 Stylistics and Poetics
- KWB303 Writing and Publishing Industry
- KWB313 Novel and Memoir

Dance Studies

Description: This second major aims to provide a broad grounding in practical and theoretical aspects of dance. You will gain skills in contemporary dance, ballet, commercially driven genres, choreography and critical thinking and writing together with an understanding of the social and historical context of ballet, contemporary dance, and popular and world dance.

Assumed Knowledge: Previously acquired knowledge or skill IS required for you to undertake this second major. It is essential that you be physically able, fit and have basic knowledge in a dance technique, either ballet, jazz or contemporary dance.

Instructions: Of the eight units you need to complete, you must select at least two units coded 200 or above.

- KDB103 Dance Technique Studies 1
- KDB104 Dance Technique Studies 2
- KDB105 Architecture of the Body
- KDB106 Dance Analysis
- KDB107 Choreographic Studies 1
- KDB108 World Dance
- KDB109 Funk, Tap and all that Jazz
- KDB110 Deconstructing Dance in History
- KDB204 Australian Dance
- KDB205 Dance in Education
- KDB225 Music Theatre Skills

*Note: KDB205 not offered in 2010

*Please note that the Dance Studies major in the Bachelor of Creative Industries is NOT a pathway to secondary dance teaching

Digital Media

Description: Online and interactive technologies now dominate creative and professional life. This second major provides you with the opportunity to develop websites, multimedia projects, wikis and blogs, as well as allowing you to understand the guiding principals behind these new modes of

communication and creative practice.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

- KCB101 Introduction to Media and Communication: Texts
- SELECT: Either KCB102 or KJB101:
- KCB102 Media Myth Busting 1
- KJB101 Digital Journalism
- SELECT Either KCB104 or KPB110:
- KCB104 Introduction to Media and Communications: Industries
- KPB110 The Movie, TV & New Media Business
- KCB201 New Media 1: Information and Knowledge
- KCB202 New Media 2: Applications and Implications
- KCB203 Consumption Matters: Consumer Cultures and Identity
- KIB101 Visual Communication
- KIB103 Introduction to Web Design and Development
- KVB306 Video Art and Culture

Drama

Description: The second major offers a balance of performance theory and practice. It is designed as a learning sequence, beginning with introductory concepts and practices, through intermediate and on to advanced learning. Underpinning the second major is a twin focus on contemporary performance-making and events management. Both of these areas are balanced by studies in theatre history and theory. Core topics include acting; directing; twentieth-century performance theory and practice; and events management.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

- KDB225 Music Theatre Skills
- KTB101 20th Century Performance
- KTB103 Performing Skills 1: Character and Scene
- KTB104 Performance Innovation
- KTB106 Performing Skills 2: Style and Form
- KTB204 Understanding Performance
- KTB207 Staging Australia
- KTB210 Creative Industries Management
- KTB211 Creative Industries Events and Festivals
- KTB305 The Entrepreneurial Artist
- KTB306 Directing for Performance Events and Festivals

Entertainment Industries

Description: On completion of this second major, you will be able to demonstrate the knowledge and skills required to pursue a career in the Entertainment Industry. These include an understanding of the characteristics of mainstream commercial culture that appeal to large audiences; an understanding both of business and creative processes; an ability to

balance the two of these; and an awareness of historical and current Entertainment content and business.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

AMB207	Entertainment Marketing
BSB126	Marketing
KXB101	Introduction to Entertainment
KXB102	Global Entertainment
KXB201	Entertainment Practice: Balancing Creativity and Business
KXB301	Entertainment Industries Map
LWS008	Entertainment Law
SELECT	One of the following units:
AMB200	Consumer Behaviour
KCB301	Media Audiences
KPB101	Introduction to Film, TV and New Media Production
KWB102	Media Writing

Note: KXB301 will first be offered in 2012.
LWS008 will first be offered in 2011.

Entrepreneurship

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

AMB251	Innovation and Brand Management
BSB115	Management
BSB126	Marketing
MGB200	Leading Organisations
MGB223	Entrepreneurship and Innovation
MGB324	Managing Business Growth
SELECT	Two units from the Advanced AMB Unit Options list OR two units from the Advanced MGB Unit Options list
	Advanced AMB Unit Options (AMB240 is mandatory):
AMB240	Marketing Planning and Management
AMB336	International Marketing
AMB340	Services Marketing
	Advanced MGB Unit Options (MGB310 is mandatory):
MGB210	Managing Operations
MGB225	Intercultural Communication and Negotiation Skills
MGB310	Sustainability in A Changing Environment
	Note: AMB230, EFB210, MGB207, MGB216, MGB222 and MGB335 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Fashion

Description: This second major has been designed to offer a mix of theoretical and

practical units. The theory units will develop your knowledge and understanding of the history, industry and consumption of fashion and will introduce you to the critical legal issues surrounding the production and distribution of fashion. The practical units provide you with a variety of options to develop fashion related skills focusing on textile design, portfolio development and fashion journalism.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KCB203	Consumption Matters: Consumer Cultures and Identity
KFB103	Introduction to Fashion
KFB106	Unspeakable Beauty: A History of Fashion and Style
KFB107	Drawing For Fashion
KFB205	Fashion and Style Journalism
KFB206	Fashion and Modernity
KFB207	Contemporary Fashion
KFB208	Fashion Portfolio
KFB209	Ragtrade: Wholesaling Fashion
KFB304	Fashion, Law and the Real World
KVB213	Graphic Investigation

Film, Television and Screen

Description: The aim of this second major is to provide students with a range of understandings in the theory and practice of film, television and screen. This study area aims to enhance creative, technical and organisational abilities as well as building story telling and communication skills.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KPB101	Introduction to Film, TV and New Media Production
KPB104	Film and Television Production Resource Management
KPB105	Narrative Production
KPB109	Film and TV History
KPB110	The Movie, TV & New Media Business
KPB112	TV and Film Genres
KPB113	TV and Film Text Analysis
KPB202	Film and Television Business Skills: Entrepreneurship and Investment
KPB205	Documentary Theory and Practice
KPB206	International Cinema
KPB212	Australian Film and TV
KPB303	Critical Thinking About Television
KPB313	How to be a Producer

*Note: KPB203 is permitted to count towards this major if completed in 2010 or earlier.

Game Design

Description: The aim of this second major is to provide you with a thorough and balanced education in the skills and knowledge required of a game or interactive media designer. You will gain an understanding of the design process associated with interactive environments and, through experience and analysis of the creative process, an understanding of how their work contributes to the computer games and interactive entertainment industry.

Assumed Knowledge: To be eligible to undertake INB272 you must have passed either INB103 or KIB101.

INB180	Computer Games Studies
INB181	Introduction to Games Production
INB280	Fundamentals of Game Design
INB272	Interaction Design
INB104	Building IT Systems
INB281	Advanced Game Design
KIB201	Concept Development for Game Design and Interactive Media
KIB202	Enabling Immersion

Note: KIB101 and KIB102 are permitted to count towards this major if they were completed in 2009 or earlier.

Integrated Marketing Communication

AMB202	Integrated Marketing Communication
AMB220	Advertising Theory and Practice
AMB263	Introduction To Public Relations
AMB331	Direct Marketing
AMB350	Sales and Customer Relationship Management
BSB126	Marketing
SELECT	Two units from AMB208, AMB230 or AMB261:
AMB208	Events Marketing
AMB230	Digital Promotions
AMB261	Media Relations and Publicity

Note: AMB240 and AMB260 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Interactive and Visual Design

Description: This second major will provide you with the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media. You will learn how to design effectively for print and electronic media, Web and mobile media and computer games and become equipped with a versatile set of design practices to support you to enter careers in marketing, web design, electronic publishing, interaction design and the creative aspects of game design.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KIB101	Visual Communication
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KIB102	Visual Interactions
KIB103	Introduction to Web Design and Development
KIB104	Digital Media
KIB214	Design for Interactive Media
KIB216	Advanced Web Design
KIB230	Interface and Information Design
KIB315	Contemporary Issues in Digital Media
KVB105	Drawing for Design
KVB204	Graphic Design

Journalism, Media and Communication

Description: This second major offers you a range of options to develop an understanding of the parameters of the journalism and professional communication fields. You can choose a mix of units to suit your career aspirations. If you choose to focus more on the Journalism (KJB) units, the second major will introduce you to a range of journalism writing styles and offers an insight into some specialist areas of reporting. If you choose to focus more on the Media and Communication (KCB) units, it has been designed to enable you to develop the skills and knowledge to prepare media material for organisations that wish to build, and maintain, a media profile.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

SELECT	Either KCB102 or KJB101:
KCB102	Media Myth Busting 1
KJB101	Digital Journalism
KJB120	Newswriting
KCB104	Introduction to Media and Communications: Industries
KJB121	Journalistic Inquiry
KCB103	Strategic Speech Communication
KJB224	Feature Writing
KJB239	Journalism Ethics and Issues
SELECT	Either KFB205 or KJB280:
KFB205	Fashion and Style Journalism
KJB280	International Journalism
KCB301	Media Audiences
KCB302	Political Communication
SELECT	Either KCB304 or KJB337:
KCB304	Managing Communication Resources
KJB337	Public Affairs Reporting

Literary Studies

Description: The aims of this second major are to prepare students to graduate with adequate skills and knowledge in the area of literary and cultural studies; to provide a thorough grounding in a range of texts, both literary and popular, ranging from Shakespeare to nineteenth and twentieth century literature and culture; to provide graduates with enhanced skills in critical thinking, writing and analysis; to

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provide graduates with an understanding of the social and historical context of literary and popular written texts; to provide some understanding of the major approaches in literary theory.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KWB108	Introduction To Literary Studies
KWB109	Writing Australia
KWB206	Youth and Children's Writing
KWB207	Great Books: Creative Writing Classics
KWB208	Modern Times (Literature and Culture in the 20th Century)
KWB209	Shakespeare, Then and Now
KWB308	Wonderlands: Literature and Culture in the 19th Century
KWB309	Popular Fictions, Popular Culture

Marketing

AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management
AMB335	E-marketing Strategies
AMB336	International Marketing
AMB340	Services Marketing
BSB126	Marketing

Note: AMB359 is permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Mathematics

Description: This second major aims to provide you with powerful tools for the analysis of today's complex world and give an insight into many real-world problems of significant importance.

Assumed Knowledge: Sound Achievement in Senior Maths B

Instructions: Select 96 credit points from the following list:

MAB101	Statistical Data Analysis 1
MAB120	Algebra and Calculus
MAB121	Calculus and Differential Equations
MAB122	Algebra and Analytic Geometry
MAB210	Statistical Modelling 1
MAB220	Computational Mathematics 1
MAB281	Mathematics for Computer Graphics
MAB311	Advanced Calculus
MAB312	Linear Algebra
MAB313	Mathematics of Finance
MAB314	Statistical Modelling 2
MAB422	Mathematical Modelling

MAB480 Introduction to Scientific Computation

Music

Description: This second major aims to impart a broad understanding of music practice in contemporary social, cultural and economic contexts. It aims to provide students with a combination of practical and theoretical skills to support a career in music within administrative, business, or organisational areas.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KDB225	Music Theatre Skills
KKB345	Creative Industries Project 1
KMB003	Sex Drugs Rock 'n' roll
KMB004	World Music
KMB107	Sound, Image, Text
KMB119	Music and Sound Production 1
KMB122	Music and Sound Concepts 1
KMB129	Music and Sound Production 2
KMB132	Music and Sound Concepts 2
KMB200	Music Scenes and Subcultures
KMB301	The Music Industry

* KMB200 will be offered from 2011.

Online Environments

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

INB104	Building IT Systems
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Choose 3 of the following units (INB122 and INB210 cannot both be taken)

INB122	Organisational Databases
INB210	Databases
INB270	Programming
INB271	The Web
INB272	Interaction Design

Choose 4 of the following INB 300-level units

INB313	Electronic Commerce Site Development
INB322	Information Systems Consulting
INB340	Database Design
INB345	Mobile Devices
INB346	Enterprise 2.0
INB347	Web 2.0 Applications
INB370	Software Development
INB373	Web Application Development

Public Relations

AMB201	Marketing and Audience Research
AMB202	Integrated Marketing Communication
AMB263	Introduction To Public Relations
AMB264	Public Relations Techniques

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AMB372	Public Relations Planning	KIB103	Introduction to Web Design and Development
AMB373	Corporate Communication	KIB105	Animation and Motion Graphics
AMB374	Global Public Relations Cases	KMB107	Sound, Image, Text
BSB126	Marketing	KMB129	Music and Sound Production 2
	Note: AMB261, AMB262, AMB379 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.	KVB211	Post 1945 Art
			Note: ITB001, ITB003, KKB210, KKB211 and KVB202 are permitted to count towards this sub-major.

Creative Industries Sub-Majors

Art and Visual Culture (KAV)

Instructions: Complete any six of the below units.

KVB102	Modernism
KVB103	Australian Art
KVB108	Contemporary Asian Visual Culture
KVB110	2D Media and Processes
KVB111	3D Media and Processes
KVB211	Post 1945 Art
KVB304	Contemporary Art Issues
KVB306	Video Art and Culture

Art History, Architecture and Design (KAA)

Instructions: Complete any six of the below units.

DAB325	Architecture in the 20th Century
DAB420	Architecture, Culture and Space
DAB525	Architecture and the City
DEB102	Introducing Design History
KVB102	Modernism
KVB211	Post 1945 Art
KVB212	Australian Art, Architecture and Design
KVB307	Theories of Spatial Culture

Communication (KCN)

Instructions: Complete any six of the below units.

KCB101	Introduction to Media and Communication: Texts
KCB103	Strategic Speech Communication
KCB104	Introduction to Media and Communications: Industries
KCB105	Media Myth Busting 2
KCB302	Political Communication
KKB004	Indigenous Creative Industries
SELECT	Either KWB102 or KWB106:
KWB102	Media Writing
KWB106	Corporate Writing and Editing

Computational Arts (KKC)

Instructions: Complete any six of the below units.

KIB101	Visual Communication
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Creative and Professional Writing (KCW)

Instructions: Complete any six of the below units.

KWB101	Introduction to Creative Writing
KWB102	Media Writing
KWB103	Persuasive Writing
KWB104	Creative Writing: The Short Story
KWB106	Corporate Writing and Editing
KWB107	Creative Non-Fiction
KWB206	Youth and Children's Writing

Note: KWB204 is permitted to count towards this sub-major.

Creative Industries Management (KCI)

Instructions: Complete any six of the below units.

BSB115	Management
BSB126	Marketing
KTB104	Performance Innovation
KTB207	Staging Australia
KTB210	Creative Industries Management
KTB211	Creative Industries Events and Festivals
KTB306	Directing for Performance Events and Festivals
MGB223	Entrepreneurship and Innovation

Dance (KDN)

KDB105	Architecture of the Body
KDB106	Dance Analysis
KDB108	World Dance
KDB109	Funk, Tap and all that Jazz
KDB110	Deconstructing Dance in History
KDB204	Australian Dance

Digital Media (KDM)

Instructions: Complete any six of the below units.

KCB102	Media Myth Busting 1
KCB201	New Media 1: Information and Knowledge
KCB202	New Media 2: Applications and Implications
KCB203	Consumption Matters: Consumer Cultures and Identity
KIB101	Visual Communication
KIB103	Introduction to Web Design and Development

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KPB110 The Movie, TV & New Media Business
 KVB306 Video Art and Culture

Fashion, Art and Communication (KFA)

Instructions: Complete any six of the below units.

KCB203 Consumption Matters: Consumer Cultures and Identity
 KFB103 Introduction to Fashion
 KFB205 Fashion and Style Journalism
 KFB206 Fashion and Modernity
 KVB104 Photomedia and Artistic Practice
 KVB108 Contemporary Asian Visual Culture
 KVB212 Australian Art, Architecture and Design

Note: KFB203 is permitted to count towards this sub-major.

Indigenous Studies (KIS)

Instructions: Complete any six of the below units.

EDB007 Culture Studies: Indigenous Education
 EDB038 Indigenous Australian Culture Studies
 EDB039 Indigenous Politics and Political Culture
 EDB040 Indigenous Knowledge: Research Ethics and Protocols
 EDB041 Indigenous Australia: Country, Kin and Culture
 KWB109 Writing Australia

Note: JSB352, KKB004 and KWB307 are permitted to count towards this sub-major.

Interaction Design (KIN)

Instructions: Complete any six of the below units.

KIB101 Visual Communication
 KIB102 Visual Interactions
 KIB103 Introduction to Web Design and Development
 KIB104 Digital Media
 KIB214 Design for Interactive Media
 KIB230 Interface and Information Design

Note: KIB210 (24 cps) is permitted to count towards this sub-major.

Journalism (KJO)

Instructions: Complete any six of the below units.

KFB205 Fashion and Style Journalism
 KJB101 Digital Journalism
 KJB120 Newswriting
 KJB121 Journalistic Inquiry
 KJB224 Feature Writing
 KJB239 Journalism Ethics and Issues
 KJB280 International Journalism
 KJB337 Public Affairs Reporting

Literary and Cultural Studies (KLC)

Instructions: Complete any six of the below units.

KWB103 Persuasive Writing
 KWB108 Introduction To Literary Studies
 KWB109 Writing Australia
 KWB206 Youth and Children's Writing
 KWB207 Great Books: Creative Writing Classics
 KWB208 Modern Times (Literature and Culture in the 20th Century)
 KWB209 Shakespeare, Then and Now
 KWB308 Wonderlands: Literature and Culture in the 19th Century
 KWB309 Popular Fictions, Popular Culture

Music and Sound Studies (KMS)

Instructions: Complete any six of the below units.

KMB003 Sex Drugs Rock 'n' roll
 KMB004 World Music
 KMB107 Sound, Image, Text
 KMB119 Music and Sound Production 1
 KMB122 Music and Sound Concepts 1
 KMB129 Music and Sound Production 2
 KMB301 The Music Industry

Note: KMB002, KMB007, KMB104 and KMB204 are permitted to count towards this sub-major.

Performance Studies (KTP)

Instructions: Complete any six of the below units.

KTB101 20th Century Performance
 KTB102 Process Drama
 KTB103 Performing Skills 1: Character and Scene
 KTB104 Performance Innovation
 KTB106 Performing Skills 2: Style and Form
 KTB204 Understanding Performance
 KTB207 Staging Australia
 KTB209 Applied Performance

Screen Studies (KSC)

Instructions: Complete any six of the below units.

KPB109 Film and TV History
 KPB112 TV and Film Genres
 KPB113 TV and Film Text Analysis
 KPB203 Australian Film
 KPB205 Documentary Theory and Practice
 KPB206 International Cinema

Television (KTV)

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KPB101	Introduction to Film, TV and New Media Production
KPB104	Film and Television Production Resource Management
KPB105	Narrative Production
KPB110	The Movie, TV & New Media Business
KPB112	TV and Film Genres
KPB303	Critical Thinking About Television

A maximum of 48 credit points may be taken from the following units:

KKB341	Workplace Learning 1
KKB342	Workplace Learning 2
KKB343	Service Learning 1
KKB344	Service Learning 2
KKB345	Creative Industries Project 1
KKB346	Creative Industries Project 2
KKB347	Becoming A Researcher: Understandings, Skills and Practices
KKB350	Creative Industries International Study Tour

IMPORTANT

Where it allows, students can take a maximum of 8 units outside the Creative Industries Faculty (depending on the course the student is currently enrolled in). The following submajors/minors are offered through the Faculty of Business. Students may take only ONE of these as a complete submajor. For information about availability of non-Creative Industries Units, contact the Course Coordinator

Advertising (KAD)

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice
AMB318	Advertising Copywriting
AMB319	Media Planning
AMB320	Advertising Management
BSB126	Marketing

Advertising Major

Year 1 Semester 1

BSB113	Economics
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

BSB119	Global Business
BSB124	Working in Business

Year 2 Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year 3 Semester 1

AMB201	Marketing and Audience Research
BSB111	Business Law and Ethics

Year 3 Semester 2

AMB318	Advertising Copywriting
AMB319	Media Planning

Year 4 Semester 1

AMB320	Advertising Management
AMB330	Advertising Planning Portfolio

Year 4 Semester 2

AMB339	Advertising Campaigns
BSB123	Data Analysis

Economics Major

Year 1 Semester 1

BSB113	Economics
BSB115	Management

Year 1 Semester 2

BSB123	Data Analysis
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Entrepreneurship (KEN)

Instructions: Complete any six of the below units.

AMB251	Innovation and Brand Management
BSB115	Management
BSB126	Marketing
MGB200	Leading Organisations
MGB223	Entrepreneurship and Innovation
MGB324	Managing Business Growth

Note: BSB212 and AMB202 are permitted to be counted towards this sub-major if completed in 2009 or earlier.

Public Relations (KPR)

AMB201	Marketing and Audience Research
AMB263	Introduction To Public Relations
AMB264	Public Relations Techniques
AMB372	Public Relations Planning
AMB373	Corporate Communication
BSB126	Marketing

Note: AMB261 and AMB262 are permitted to count towards this sub-major if completed in 2009 or earlier.

Creative Industries Transitions to New Professional Environments Unit Options

BSB124 Working in Business

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance

EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics

EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory

Choice units or remaining Faculty Core Units

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics

EFB333 Introductory Econometrics

EFB334 Environmental Economics and Policy

EFB336 International Economics

EFB337 Game Theory and Applications

Remaining Faculty Core Units

Students must complete both remaining Faculty Core units.

BSB119 Global Business

BSB126 Marketing

Accountancy Major

Year 1 Semester 1

BSB110 Accounting

BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis

BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics

BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting

AYB225 Management Accounting

Year 3 Semester 1

AYB221 Computerised Accounting Systems

EFB210 Finance 1

Year 3 Semester 2

AYB219 Taxation Law

AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law

AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance

AYB311 Financial Accounting Issues

Finance Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

BSB123 Data Analysis

Year 3 Semester 1

EFB210 Finance 1

EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB201 Financial Markets

EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2

EFB335 Investments

Year 4 Semester 2

EFB312 International Finance

EFB340 Finance Capstone

Human Resource Management Major

Skills

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AYB227 International Accounting
MGB225 Intercultural Communication and Negotiation

Year 3 Semester 2

AMB210 Importing and Exporting
EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
AMB336 International Marketing

Year 4 Semester 2

AMB369 International Business Strategy
MGB340 International Business in the Asia-Pacific

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns
BSB123 Data Analysis

Advertising Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB122 now replaced by BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB114 now replaced by BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB202 Integrated Marketing Communication
AMB339 Advertising Campaigns

Notes:

Please contact the School of Advertising, Marketing & Public Relations if you require additional information.

International Business Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

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Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

EFB240 Finance for International Business
Plus one of the following:
IBB208 Please contact the School of AMPR regarding alternative unit
IBB217 Please contact the School of AMPR regarding alternative unit

Year 3 Semester 2

AMB210 Importing and Exporting
MGB340 International Business in the Asia-pacific

Year 4 Semester 1

AMB336 International Marketing
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 2

AMB303 International Logistics
AMB369 International Business Strategy

Marketing Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB201 Marketing and Audience Research

AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB200 Consumer Behaviour
AMB335 E-marketing Strategies

Year 4 Semester 1

AMB202 Integrated Marketing Communication
AMB340 Services Marketing

Year 4 Semester 2

AMB359 Strategic Marketing
AMB336 International Marketing
or
AMB252 Business Decision Making

Public Relations Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB201 Marketing and Audience Research
AMB260 now replaced with AMB263 Introduction to Public Relations

Year 3 Semester 2

AMB261 Please contact the School of AMPR regarding alternative unit
AMB262 Please contact the School of AMPR regarding alternative unit

Year 4 Semester 1

AMB373 Corporate Communication
AMB374 Global Public Relations Cases

Year 4 Semester 2

AMB375 Public Relations Management
AMB379 Public Relations Campaigns

Banking & Finance Major - Students who commenced in 2007-2008

IF27 students ONLY are permitted to select Unit Options from outside the Faculty of Creative Industries

Year 1 Semester 1

- BSB113 Economics
- BSB115 Management

Year 1 Semester 2

- BSB124 Working in Business
- BSB126 Marketing

Year 2 Semester 1

- BSB110 Accounting
- BSB111 Business Law and Ethics

Year 2 Semester 2

- BSB119 Global Business
- BSB123 Data Analysis

Year 3 Semester 1

- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

- EFB223 Economics 2
- EFB307 Finance 2

Year 4 Semester 1

- EFB333 Introductory Econometrics
- EFB335 Investments

Year 4 Semester 2

- EFB201 Financial Markets
- EFB312 International Finance

Creative Industries Faculty Undergraduate University Wide Unit Options (previously elective options)

Creative Industries Faculty Undergraduate University Wide Units

Please note: From 2010 elective units have been re-named Unit Options.

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting Unit Options:

* you must obey any Unit Option rules as set out in your course requirements

* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen major area.

* you must have successfully completed any pre/co-requisite units applicable

* the offering of these units is subject to sufficient student enrolment numbers and staff availability

* some units are subject to quota restrictions

* KK33, KK34, KJ32, KM32, IX07, IX16 and

Creative Writing & Literary Studies

- KWB101 Introduction to Creative Writing
- KWB102 Media Writing
- KWB103 Persuasive Writing
- KWB104 Creative Writing: The Short Story
- KWB106 Corporate Writing and Editing
- KWB107 Creative Non-Fiction
- KWB108 Introduction To Literary Studies
- KWB109 Writing Australia
- KWB206 Youth and Children's Writing
- KWB207 Great Books: Creative Writing Classics
- KWB208 Modern Times (Literature and Culture in the 20th Century)
- KWB209 Shakespeare, Then and Now
- KWB308 Wonderlands: Literature and Culture in the 19th Century
- KWB309 Popular Fictions, Popular Culture

* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.

Dance

- KDB105 Architecture of the Body
- KDB106 Dance Analysis
- KDB108 World Dance
- KDB109 Funk, Tap and all that Jazz
- KDB110 Deconstructing Dance in History
- KDB204 Australian Dance
- KDB225 Music Theatre Skills

Entertainment

- KXB101 Introduction to Entertainment
 - KXB102 Global Entertainment
 - KXB201 *Entertainment Practice: Balancing Creativity and Business
- *Note: This unit will be offered from 2011.

Faculty

- KKB004 Indigenous Creative Industries
- KKB101 Creative Industries: People and Practices
- KKB102 Creative Industries: Making Connections
- KKB216 Graphical Development Environments for Media Interaction
- KKB345 Creative Industries Project 1
- KKB346 Creative Industries Project 2

Fashion

- KFB103 Introduction to Fashion
- KFB106 Unspeakable Beauty: A History of Fashion and Style

FACULTY OF BUSINESS

KFB205	Fashion and Style Journalism	KCB105	Media Myth Busting 2
KFB206	Fashion and Modernity	KCB201	New Media 1: Information and Knowledge
KFB207	Contemporary Fashion	KCB202	New Media 2: Applications and Implications
KFB208	Fashion Portfolio	KCB203	Consumption Matters: Consumer Cultures and Identity
KFB209	Ragtrade: Wholesaling Fashion	KCB302	Political Communication

Film & Television

KPB101	Introduction to Film, TV and New Media Production
KPB104	Film and Television Production Resource Management
KPB109	Film and TV History
KPB110	The Movie, TV & New Media Business
KPB112	TV and Film Genres
KPB113	TV and Film Text Analysis
KPB205	Documentary Theory and Practice
KPB206	International Cinema
KPB207	Film and Television Scriptwriting
KPB303	Critical Thinking About Television

* Please note: KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.

*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.

Interactive & Visual Design

KIB101	Visual Communication
KIB102	Visual Interactions
KIB103	Introduction to Web Design and Development
KIB104	Digital Media
KIB105	Animation and Motion Graphics
KIB108	Animation History and Practices
KIB201	Concept Development for Game Design and Interactive Media
KIB202	Enabling Immersion

Journalism

KJB101	Digital Journalism
KJB120	Newswriting
KJB121	Journalistic Inquiry
KJB224	Feature Writing
KJB239	Journalism Ethics and Issues
KJB280	International Journalism
KJB337	Public Affairs Reporting

Media & Communication

KCB101	Introduction to Media and Communication: Texts
KCB102	Media Myth Busting 1
KCB103	Strategic Speech Communication
KCB104	Introduction to Media and Communications: Industries

Music & Sound

KMB003	Sex Drugs Rock 'n' roll
KMB004	World Music
KMB107	Sound, Image, Text
KMB119	Music and Sound Production 1
KMB122	Music and Sound Concepts 1
KMB129	Music and Sound Production 2
KMB132	Music and Sound Concepts 2
KMB200	Music Scenes and Subcultures
KMB252	Multi-Platform Sound Design

* Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier.

*KMB106 will be discontinued at the end of 2010 and replaced by KMB252.

*KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.

*KMB200 will be offered from 2011.

Performance Studies

KSB215	Visual Theatre Design
KTB101	20th Century Performance
KTB103	Performing Skills 1: Character and Scene
KTB104	Performance Innovation
KTB106	Performing Skills 2: Style and Form
KTB204	Understanding Performance
KTB207	Staging Australia
KTB210	Creative Industries Management
KTB211	Creative Industries Events and Festivals

Visual Arts

KVB102	Modernism
KVB103	Australian Art
KVB104	Photomedia and Artistic Practice
KVB105	Drawing for Design
KVB106	Drawing for Animation
KVB108	Contemporary Asian Visual Culture
KVB110	2D Media and Processes
KVB111	3D Media and Processes
KVB211	Post 1945 Art
KVB212	Australian Art, Architecture and Design
KVB213	Graphic Investigation
KVB304	Contemporary Art Issues
KVB306	Video Art and Culture

Potential Careers:

Academic, Actor, Administrator, Advertising Professional, Animator, Art Writer, Artist, Arts Administrator, Banking and Finance Professional, Choreographer, Composer, Computer Games Developer, Creative Writer, Curator, D.J, Dance Teacher, Dancer, Digital Composer, Educator, Film Composer, Film/Television Producer, Government Officer, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Journalist, Market Research Manager, Marketing Officer/Manager, Media Industry Specialist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Organisational Communication Specialist, Policy Officer, Post-production specialist, Public Relations Officer/Consultant, Publishing Professional, Recording Engineer, Song Writer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Stage Manager, Theatre Professionals, Web Designer.

Bachelor of Business / Bachelor of Fine

Arts (IX35)

Year offered: 2010

Admissions: Yes

CRICOS code: 064813M

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative)
per semester

International Fees (indicative): 2010: \$10,250 (indicative)
per semester

Domestic Entry: February

International Entry: February

Total credit points: 384

Course coordinator: Head, Undergraduate Studies
(Creative Industries); Dr Erica French (Business)

Bachelor of Business / Bachelor of Fine Arts (Creative and Professional Writing) (IX35)

Year offered: 2010

Admissions: Yes

CRICOS code: 064813M

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409432

Past rank cut-off: 86

Past OP cut-off: 8

Assumed knowledge: English (4, SA) and for Accountancy, Economics, Finance, and Marketing majors: Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Professor Philip Neilson

Campus: Gardens Point and Kelvin Grove

Overview

You will graduate with not only advanced technical and creative practice skills, but also with highly developed business knowledge. You will be well equipped to work as either a creative practitioner or business professional.

You will be equipped to take advantage of the growing range of career opportunities available within the creative industries, whether that be as a creative practitioner, a business professional, or by applying your creative skills within a business environment.

You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Writers are in demand across a number of fields. The publishing and screen industries, advertising agencies, magazines and newspapers, websites, the public service and large corporations all require specialist writers with a flair for language.

More than 10 000 new books are published in Australia every year, and more local authors than ever are having success with their work. If you can channel your creativity into words, you are in a unique position in today's media-rich world.

This course will provide you with opportunities to work intensively on your writing in a number of forms and genres, including novels and short stories, creative non-fiction, youth writing, media writing and poetry. In addition, it will

help you build specialist writing skills for professional applications such as corporate writing, persuasive writing, editing and script writing.

Career Outcomes

Graduates can work as creative or professional writers and editors in corporate, community and freelance capacities. Opportunities exist as fiction writers, corporate writers, script writers, reviewers, travel writers, feature writers, editors, journalists and publishers. Pathways exist to prepare you for further study including honours, research, or creative practice and analysis.

Why choose this course?

QUT offers the largest and most comprehensive undergraduate writing course in South-East Queensland with the broadest range of units on offer. There is also a strong honours and postgraduate program. You will graduate with advanced writing and communication competence, a rare skill keenly sought by employers.

You will be taught by highly experienced, published authors, experts in professional writing and distinguished scholars in the fields of creative writing and literary studies. You will gain a unique perspective on writing as both a vocation and creative practice. You will be encouraged to submit your creative work to journals and competitions including the QUT Writing Prize, in which you may win \$2000 or the opportunity to be published in QUT's annual creative writing anthology.

You will have exposure to industry through our major sponsorship of the Brisbane Writers Festival, internships with literary events and publishing houses, and through opportunities to perform at public readings and festivals. Writers, novelists, editors and publishers regularly provide guest lectures.

Course Structure

This course is made up of 384 credit points. Each component (i.e. Business and Creative and Professional Writing) comprises 192 credit points.

You will be immersed in your fine arts major with 14 studio units, and have a broad creative industries perspective from the two foundation units.

Your business degree component comprises eight business core units, and eight business major units. You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. Accountancy students will complete 10 major units and 6 Faculty core units in order to meet professional recognition requirements.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Limits on grades of 3

A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website

Course structure for students who commenced in 2010

Year 1, Semester 1

KKB101 Creative Industries: People and Practices
 KWB101 Introduction to Creative Writing
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
 KWB104 Creative Writing: The Short Story
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 2, Semester 1

KWB103 Persuasive Writing
 KWB107 Creative Non-Fiction
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 2, Semester 2

KWB108 Introduction To Literary Studies
 KWB206 Youth and Children's Writing
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 3, Semester 1

KWB211 Stylistics and Poetics
 KWB207 Great Books: Creative Writing Classics
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 3, Semester 2

KWB102 Media Writing
 KWB106 Corporate Writing and Editing
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 4, Semester 1

KWB304 Editing and Developing the Manuscript
 KWB313 Novel and Memoir

SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 4, Semester 2

KWB205 Creative Writing Project 1
 KWB303 Writing and Publishing Industry
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Course structure for students who commenced in 2009

Year 1, Semester 1

KKB101 Creative Industries: People and Practices
 KWB101 Introduction to Creative Writing
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
 KWB104 Creative Writing: The Short Story
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 2, Semester 1

KWB103 Persuasive Writing
 KWB107 Creative Non-Fiction
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 2, Semester 2

KWB108 Introduction To Literary Studies
 KWB206 Youth and Children's Writing
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 3, Semester 1

KWB211 Stylistics and Poetics
 KWB207 Great Books: Creative Writing Classics
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 3, Semester 2

KWB102 Media Writing
 KWB106 Corporate Writing and Editing
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 4, Semester 1

KWB304 Editing and Developing the Manuscript
 KWB313 Novel and Memoir
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 4, Semester 2

KWB205 Creative Writing Project 1
 KWB303 Writing and Publishing Industry
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Accountancy Major

Year 1 Semester 1

BSB110 Accounting
 BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
 BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
 BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
 AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
 AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
 AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
 AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
 AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB113 Economics
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice

Year 3 Semester 1

AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting
 AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
 AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
 BSB123 Data Analysis

Economics Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
 BSB124 Working in Business

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units
 Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
 Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
 Choice units or remaining Faculty Core Units

Choice Units

Choose any three of the following:

- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Remaining Faculty Core Units

Student must complete both remaining Faculty Core units:

- BSB119 Global Business
- BSB126 Marketing

Finance Major

Year 1 Semester 1

- BSB113 Economics
- BSB115 Management

Year 1 Semester 2

- BSB124 Working in Business
- BSB126 Marketing

Year 2 Semester 1

- BSB110 Accounting
- BSB111 Business Law and Ethics

Year 2 Semester 2

- BSB119 Global Business
- BSB123 Data Analysis

Year 3 Semester 1

- EFB210 Finance 1
- EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

- EFB201 Financial Markets
- EFB307 Finance 2

Year 4 Semester 1

- EFB223 Economics 2
- EFB335 Investments

Year 4 Semester 2

- EFB312 International Finance
- EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

- BSB113 Economics
- BSB115 Management

Year 1 Semester 2

- BSB124 Working in Business
- BSB126 Marketing

Year 2 Semester 1

- BSB110 Accounting
- BSB111 Business Law and Ethics

Year 2 Semester 2

- BSB119 Global Business
- BSB123 Data Analysis

Year 3 Semester 1

- MGB207 Human Resource Issues and Strategy
- MGB220 Business Research Methods

Year 3 Semester 2

- MGB200 Leading Organisations
- MGB201 Contemporary Employment Relations

Year 4 Semester 1

- MGB331 Learning and Development in Organisations
- MGB339 Performance and Reward

Year 4 Semester 2

- MGB320 Recruitment and Selection
- MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

- BSB119 Global Business
- BSB126 Marketing

Year 1 Semester 2

- BSB110 Accounting
- BSB115 Management

Year 2 Semester 1

- BSB123 Data Analysis
- BSB124 Working in Business

Year 2 Semester 2

- BSB111 Business Law and Ethics
- BSB113 Economics

Year 3 Semester 1

- AYB227 International Accounting
- MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 2

- AMB210 Importing and Exporting
- EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
AMB336 International Marketing

Year 4 Semester 2

AMB369 International Business Strategy
MGB340 International Business in the Asia-pacific

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns

BSB123 Data Analysis

Potential Careers:

Academic, Account Executive, Accountant, Administrator, Advertising Professional, Art Writer, Banker, Banking and Finance Professional, Creative Writer, Economist, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Manager, Market Research Manager, Marketing Officer/Manager, Media Industry Specialist, Organisational Communication Specialist, Public Relations Officer/Consultant, Publishing Professional.

Bachelor of Business / Bachelor of Fine

Arts (Drama) (IX35)

Year offered: 2010

Admissions: Yes

CRICOS code: 064813M

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409952

Past rank cut-off: 84

Past OP cut-off: 9

Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Dr Sandra Gattenhof (Drama); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Robert Bianchi (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Course Design

This course is made up of 384 credit points. Each component (i.e. Business and Drama) comprises 192 credit points.

You will be immersed in your fine arts major with 14 studio units, and have a broad creative industries perspective from the two foundation units.

Your business degree component comprises eight business core units, and eight business major units. You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. Accountancy students will complete 10 major units and 6 Faculty core units in order to meet professional recognition requirements.

Overview

You will graduate with not only advanced technical and creative practice skills, but also with highly developed business knowledge. You will be well equipped to work as either a creative practitioner or business professional.

You will be equipped to take advantage of the growing range of career opportunities available within the creative industries, whether that be as a creative practitioner, a business professional, or by applying your creative skills

within a business environment.

You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

As with the creative industries as a whole, contemporary drama and performance are evolving to incorporate technology, cross disciplinary practice, experimentation and commercialisation. Performance making is not limited to the theatre: performers express their ideas by creating their own works for festivals, site-specific and public events.

In this course you will explore your creativity by developing a broad range of skills, incorporating live and mediated performance, physical theatre, applied performance, and processes which are innovative and experimental. These skills are contextualised by studies in theatre history and theory.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05)

Why choose this course?

This course incorporates cutting-edge approaches to devising, directing and designing live performance. You will be encouraged to explore new performance forms that incorporate technology, new media, film and installation.

There is an emphasis on the entrepreneurial artist. You will develop skills in event production and project management, and learn how you can secure funding for your projects.

You will develop transferable skills such as leadership and collaboration, as well as presentation skills including vocal technique and command of a space—skills which prepare you for the workforce in many careers.

Career Outcomes

Graduates work as directors, performers, producers, playwrights, arts administrators, community artists and youth arts workers.

Some use their applied theatre skills in corporate training settings. Many are self employed and undertake project work in a variety of these areas.

Course structure for students who commenced in 2010

Year 1, Semester 1

KKB101	Creative Industries: People and Practices
KTB101	20th Century Performance
SELECT:	Business Faculty Core Unit
SELECT:	Business Faculty Core Unit

Year 1, Semester 2

FACULTY OF BUSINESS

KKB102 Creative Industries: Making Connections
 KTB104 Performance Innovation
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 2, Semester 1

KTB102 Process Drama
 KTB103 Performing Skills 1: Character and Scene
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 2, Semester 2

KTB105 Production 1: Story Making
 KTB106 Performing Skills 2: Style and Form
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 3, Semester 1

KTB205 Production 2: The Collaborative Artist
 SELECT Either KTB206 or KTB210:
 KTB206 The Creating Body
 KTB210 Creative Industries Management
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 3, Semester 2

KTB207 Staging Australia
 SELECT Either KTB209 or KTB211:
 KTB209 Applied Performance
 KTB211 Creative Industries Events and Festivals
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 4, Semester 1

KTB204 Understanding Performance
 SELECT Either KTB301 or KTB306:
 KTB301 Performing Self
 KTB306 Directing for Performance Events and Festivals
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 4, Semester 2

KTB303 Production 3: Interpreting and Adapting
 KTB305 The Entrepreneurial Artist
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Course structure for students who commenced in 2009

Year 1, Semester 1

KKB101 Creative Industries: People and Practices

KTB101 20th Century Performance
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
 KTB104 Performance Innovation
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 1

KTB102 Process Drama
 KTB103 Performing Skills 1: Character and Scene
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 2

KTB105 Production 1: Story Making
 KTB106 Performing Skills 2: Style and Form
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 3, Semester 1

KTB205 Production 2: The Collaborative Artist
 SELECT Either KTB206 or KTB210:
 KTB206 The Creating Body
 KTB210 Creative Industries Management
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 3, Semester 2

KTB207 Staging Australia
 SELECT Either KTB209 or KTB211:
 KTB209 Applied Performance
 KTB211 Creative Industries Events and Festivals
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 1

KTB204 Understanding Performance
 SELECT Either KTB301 or KTB306:
 KTB301 Performing Self
 KTB306 Directing for Performance Events and Festivals
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 2

KTB303 Production 3: Interpreting and Adapting
 KTB305 The Entrepreneurial Artist
 Business Faculty Major Unit
 Business Faculty Major Unit

Accountancy Major

Year 1 Semester 1

BSB110 Accounting
BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB113 Economics
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 1

AMB201 Marketing and Audience Research

BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
BSB123 Data Analysis

Economics Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty Core Units

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy

FACULTY OF BUSINESS

EFB336	International Economics
EFB337	Game Theory and Applications

BSB110	Accounting
BSB111	Business Law and Ethics

Remaining Faculty Core Units

Student must complete both remaining Faculty Core units:

BSB119	Global Business
BSB126	Marketing

Finance Major

Year 1 Semester 1

BSB113	Economics
BSB115	Management

Year 1 Semester 2

BSB124	Working in Business
BSB126	Marketing

Year 2 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

Year 2 Semester 2

BSB119	Global Business
BSB123	Data Analysis

Year 3 Semester 1

EFB210	Finance 1
EFB222	Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB201	Financial Markets
EFB307	Finance 2

Year 4 Semester 1

EFB223	Economics 2
EFB335	Investments

Year 4 Semester 2

EFB312	International Finance
EFB340	Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113	Economics
BSB115	Management

Year 1 Semester 2

BSB124	Working in Business
BSB126	Marketing

Year 2 Semester 1

Year 2 Semester 2

BSB119	Global Business
BSB123	Data Analysis

Year 3 Semester 1

MGB207	Human Resource Issues and Strategy
MGB220	Business Research Methods

Year 3 Semester 2

MGB200	Leading Organisations
MGB201	Contemporary Employment Relations

Year 4 Semester 1

MGB331	Learning and Development in Organisations
MGB339	Performance and Reward

Year 4 Semester 2

MGB320	Recruitment and Selection
MGB370	Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB119	Global Business
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

BSB123	Data Analysis
BSB124	Working in Business

Year 2 Semester 2

BSB111	Business Law and Ethics
BSB113	Economics

Year 3 Semester 1

AYB227	International Accounting
MGB225	Intercultural Communication and Negotiation Skills

Year 3 Semester 2

AMB210	Importing and Exporting
EFB240	Finance for International Business

Year 4 Semester 1

AMB303	International Logistics
AMB336	International Marketing

Year 4 Semester 2

AMB369 International Business Strategy
 MGB340 International Business in the Asia-pacific

Management Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
 BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
 MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
 MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
 MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
 BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
 BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
 AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
 AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB113 Economics
 BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
 AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
 AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
 AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns
 BSB123 Data Analysis

Accountancy Major - Students who commenced in 2007-2008

Year 1 Semester 1

FACULTY OF BUSINESS

BSB110 Accounting
BSB115 Management

Year 1 Semester 2

BSB114 now replaced by BSB124 Working in Business
BSB122 now replaced by BSB123 Data Analysis

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
AYB230 Corporations Law

Year 3 Semester 1

AYB225 Management Accounting
AYB340 Company Accounting

Year 3 Semester 2

AYB219 Taxation Law
AYB221 Computerised Accounting Systems

Year 4 Semester 1

AYB301 Audit and Assurance
AYB311 Financial Accounting Issues
or
AYB321 Strategic Management Accounting

Year 4 Semester 2

EFB101 now replaced by EFB222 Quantitative Methods
for Economics and Finance
EFB210 Finance 1

Notes:

Please contact the School of Accountancy for further information.

Advertising Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB122 now replaced by BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB114 now replaced by BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB202 Integrated Marketing Communication
AMB339 Advertising Campaigns

International Business Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB114 now replaced by BSB124 Working in Business
BSB122 now replaced by BSB123 Data Analysis

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

EFB240 Finance for International Business
IBB208 Please contact the School of AMPR regarding
alternative unit
or
IBB217 Please contact the School of AMPR regarding
alternative unit

Year 3 Semester 2

AMB210 Importing and Exporting
IBB308 now replaced by MGB340 International
Business in the Asia-Pacific
or
IBB317 now replaced by MGB340 International
Business in the Asia-Pacific

Year 4 Semester 1

AMB336 International Marketing

MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 2

AMB303 International Logistics

AMB369 International Business Strategy

Marketing Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB123 Data Analysis

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB124 Working in Business

BSB119 Global Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

AMB201 Marketing and Audience Research

AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB200 Consumer Behaviour

AMB335 E-marketing Strategies

Year 4 Semester 1

AMB202 Integrated Marketing Communication

AMB340 Services Marketing

Year 4 Semester 2

AMB359 Strategic Marketing

AMB252 Business Decision Making

or

AMB336 International Marketing

Public Relations Major - Students who commenced in 2007-2008

Year 1 Semester 1

BSB122 now replaced by BSB123 Data Analysis

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB114 now replaced by BSB124 Working in Business

BSB119 Global Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

AMB201 Marketing and Audience Research

AMB260 now replaced by AMB263 Introduction to Public Relations

Year 3 Semester 2

AMB261 Please contact the School of AMPR regarding alternative unit

AMB262 Please contact the School of AMPR regarding alternative unit

Year 4 Semester 1

AMB373 Corporate Communication

AMB374 Global Public Relations Cases

Year 4 Semester 2

AMB371 Corporate Communication Strategies

AMB379 Public Relations Campaigns

Notes:

Please contact the School of AMPR for further information.

Potential Careers:

Academic, Account Executive, Accountant, Actor, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Economist, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Manager, Market Research Manager, Marketing Officer/Manager, Public Relations Officer/Consultant, Stage Manager, Theatre Lighting, Theatre Professionals.

Bachelor of Business / Bachelor of Fine

Arts (Fashion) (IX35)

Year offered: 2010

Admissions: Yes

CRICOS code: 064813M

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409632

Past rank cut-off: Admission to course is based on Additional Entry Requirements in addition to an OP/rank. Please refer to Additional Entry Requirements.

Past OP cut-off: Admission to course is based on Additional Entry Requirements in addition to an OP/rank. Please refer to Additional Entry Requirements.

Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Mr Dean Brough (Fashion); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Additional Entry Requirements

For Additional Entry requirements please visit the Creative Industries website

OP Guarantee

The OP Guarantee does not apply to this course.

Overview

You will graduate with not only advanced technical and creative practice skills, but also with highly developed business knowledge. You will be well equipped to work as either a creative practitioner or business professional.

You will be equipped to take advantage of the growing range of career opportunities available within the creative industries, whether that be as a creative practitioner, a business professional, or by applying your creative skills

within a business environment.

You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Your business degree will give you a broad base of commercial knowledge, and you will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. This understanding of business makes you more attractive to employers, even if you wish to work predominantly as a fashion designer. You will also develop the entrepreneurial skills necessary to sell your abilities within your chosen industry, and perhaps start your own business.

Course Design

This course is made up of 384 credit points. Each component (i.e. Business and Fashion) comprises 192 credit points.

You will be immersed in your fine arts major with 14 studio units, and have a broad creative industries perspective from the two foundation units.

Your business degree component comprises eight business core units, and eight business major units. You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. Accountancy students will complete 10 major units and 6 Faculty core units in order to meet professional recognition requirements.

Deferment

QUT's deferment policy does not apply to this course.

Course structure for students who commenced in 2010

Year 1, Semester 1

KFB103	Introduction to Fashion
KKB101	Creative Industries: People and Practices Business Faculty Core Unit Business Faculty Core Unit

Year 1, Semester 2

KFB106	Unspeakable Beauty: A History of Fashion and Style
KKB102	Creative Industries: Making Connections Business Faculty Core Unit Business Faculty Core Unit

Year 2, Semester 1

KFB101	Design Studio 1
KFB107	Drawing For Fashion Business Faculty Core Unit

FACULTY OF BUSINESS

Business Faculty Core Unit

KFB102 Design Studio 2

Year 2, Semester 2

KFB102 Design Studio 2

KFB104 Sustainability: The Materiality of Fashion

Business Faculty Core Unit

Business Faculty Core Unit

KFB104

Sustainability: The Materiality of Fashion

Business Faculty Core Unit

Business Faculty Core Unit

Year 3, Semester 1

KFB200 Design Studio 3

KFB206 Fashion and Modernity

Business Faculty Major Unit

Business Faculty Major Unit

Year 3, Semester 1

KFB200 Design Studio 3

KFB206 Fashion and Modernity

Business Faculty Major Unit

Business Faculty Major Unit

Year 3, Semester 2

KFB202 Design Studio 4

KFB207 Contemporary Fashion

Business Faculty Major Unit

Business Faculty Major Unit

Year 3, Semester 2

KFB202 Design Studio 4

KFB207 Contemporary Fashion

Business Faculty Major Unit

Business Faculty Major Unit

Year 4, Semester 1

KFB301 Design Studio 5

KFB303 Fashioning Futures

Business Faculty Major Unit

Business Faculty Major Unit

Year 4, Semester 1

KFB301 Design Studio 5

KFB303 Fashioning Futures

Business Faculty Major Unit

Business Faculty Major Unit

Year 4, Semester 2

KFB302 Design Studio 6

Business Faculty Major Unit

Business Faculty Major Unit

Year 4, Semester 2

KFB302 Design Studio 6

Business Faculty Major Unit

Business Faculty Major Unit

Course structure for students who commenced in 2009

Year 1, Semester 1

KFB103 Introduction to Fashion

KKB101 Creative Industries: People and Practices

Business Faculty Core Unit

Business Faculty Core Unit

Year 1, Semester 1

KFB103 Introduction to Fashion

KKB101 Creative Industries: People and Practices

Business Faculty Core Unit

Business Faculty Core Unit

Year 1, Semester 2

KFB106 Unspeakable Beauty: A History of Fashion and Style

KKB102 Creative Industries: Making Connections

Business Faculty Core Unit

Business Faculty Core Unit

Year 1, Semester 2

KFB106 Unspeakable Beauty: A History of Fashion and Style

KKB102 Creative Industries: Making Connections

Business Faculty Core Unit

Business Faculty Core Unit

Year 2, Semester 1

KFB101 Design Studio 1

KFB107 Drawing For Fashion

Business Faculty Core Unit

Business Faculty Core Unit

Year 2, Semester 1

SELECT A Creative Industries Unit Option

KFB101 Design Studio 1

Business Faculty Core Unit

Business Faculty Core Unit

Year 2, Semester 2

Year 2, Semester 2

KFB102 Design Studio 2

SELECT Either KCB203 or KFB207:

FACULTY OF BUSINESS

KCB203 Consumption Matters: Consumer Cultures and Identity
 KFB207 Contemporary Fashion
 Business Faculty Core Unit
 Business Faculty Core Unit

SELECT Either KCB203 or KFB207:
 KCB203 Consumption Matters: Consumer Cultures and Identity
 KFB207 Contemporary Fashion
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 3, Semester 1

SELECT A Creative Industries Unit Option
 KFB200 Design Studio 3
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 3, Semester 1

SELECT A Creative Industries Unit Option
 KFB200 Design Studio 3
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 3, Semester 2

KFB202 Design Studio 4
 KKB341 Workplace Learning 1
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 3, Semester 2

KFB202 Design Studio 4
 KKB341 Workplace Learning 1
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 1

KFB301 Design Studio 5
 KFB303 Fashioning Futures
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 1

KFB301 Design Studio 5
 KFB303 Fashioning Futures
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 2

KFB302 Design Studio 6
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 2

KFB302 Design Studio 6
 Business Faculty Major Unit
 Business Faculty Major Unit

Course structure for students who commenced in 2007

Year 1, Semester 1

KFB103 Introduction to Fashion
 KKB101 Creative Industries: People and Practices
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 1, Semester 2

KFB106 Unspeakable Beauty: A History of Fashion and Style
 KKB102 Creative Industries: Making Connections
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 1

SELECT A Creative Industries Unit Option
 KFB101 Design Studio 1
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 2

KFB102 Design Studio 2

Accountancy Major

Year 1 Semester 1

BSB110 Accounting
 BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
 BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
 BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
 AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
 AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
 AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
 AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
 AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB113 Economics
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice

Year 3 Semester 1

AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting
 AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
 AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
 BSB123 Data Analysis

Economics Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
 BSB124 Working in Business

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units
 Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
 Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
 Choice units or remaining Faculty Core Units

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics
 EFB337 Game Theory and Applications

Remaining Faculty Core Units

Student must complete both remaining Faculty Core units:

BSB119 Global Business
 BSB126 Marketing

Finance Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

BSB123 Data Analysis

Year 3 Semester 1

EFB210 Finance 1

EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB201 Financial Markets

EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2

EFB335 Investments

Year 4 Semester 2

EFB312 International Finance

EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

BSB123 Data Analysis

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations

MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations

MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis

BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

AYB227 International Accounting

MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 2

AMB210 Importing and Exporting

EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics

AMB336 International Marketing

Year 4 Semester 2

AMB369 International Business Strategy

MGB340 International Business in the Asia-pacific

Management Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations

MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations

MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management

MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment

MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics

BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics

BSB115 Management

Year 2 Semester 1

BSB119 Global Business

BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting

BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour

AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication

AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies

AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing

AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB113 Economics

BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations

AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research

BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning

AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases

AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns

BSB123 Data Analysis

Potential Careers:

Academic, Account Executive, Accountant, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Economist, Fashion Designer, Fashion Professional, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Manager, Market Research Manager, Marketing Officer/Manager, Public Relations Officer/Consultant.

Bachelor of Business / Bachelor of Fine Arts (Interactive and Visual Design) (IX35)

Year offered: 2010

Admissions: Yes

CRICOS code: 064813M

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409312

Past rank cut-off: 86

Past OP cut-off: 8

Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Mr Gavin Sade (Interactive and Visual Design); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

OP Guarantee

The OP Guarantee does not apply to this course.

Course Structure

This course is made up of 384 credit points. Each component (i.e. Business and Interactive and Visual Design) comprises 192 credit points.

You will be immersed in your fine arts major with 14 studio units, and have a broad creative industries perspective from the two foundation units.

Your business degree component comprises eight business core units, and eight business major units. You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. Accountancy students will complete 10 major units and 6 Faculty core units in order to meet professional recognition requirements.

Overview

Visual and interaction design plays a pivotal role in the rapidly expanding fields of contemporary communication, marketing and new technology.

Careers in this area provide the opportunity to design for

print and electronic media, Web and mobile media, computer games and interactive exhibitions.

This course will provide you with the conceptual understanding, practical skills and working methods you will need to become a creative and innovative designer. As well as developing core understandings in visual and interactive design, you will choose study pathways to develop a specialist focus in graphic design, animation, 3D computer graphics and/or interaction design for tangible media.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Why choose this course?

With its emphasis on creative and experimental approaches to design for new technologies, this course will take you beyond vocational design courses. You will gain an understanding of established design principles and technical skills. Our studio approach will also support you to develop a strong conceptual understanding of design innovation, which you will apply through exploration in a choice of media and technologies.

You will develop creative approaches to designing visual and interactive media through your studio work. You will specialise your design interests in the areas of graphic design or interaction design for physical computing.

You can also complement your design studies with options in 3D computer graphics, film production, visual arts, sound design, game design, information technology or business to diversify your employment options.

You will build a portfolio of individual design practice, as well as experiencing industry-based, interdisciplinary team projects, which you can consolidate through research opportunities and industry placements.

Career Outcomes

This course will prepare you for a range of careers in the creative industries such as advertising and marketing, Web design and electronic publishing, multimedia entertainment design, games design, and interactive exhibition design.

Graduates work in traditional design companies in areas such as graphic design, marketing, branding and print and television campaigns, Web design, interaction design, usability, knowledge management and information architecture. They also gain employment in new industries. Games companies employ graduates to work on content production, interaction design, visual design and real-time and virtual environments modelling. Film and television production companies employ graduates to work in visual effects and post-production.

Multimedia design and interactive installation production is also a growth area in museums and other cultural

institutions. Visualisation companies also increasingly provide opportunities across industries as diverse as mining, architectural and medical visualisation.

Course structure for students who commenced in 2010

Notes

From year 2, students are recommended to take one of the following pathways:

* Visual Communication (comprising KIB230, KVB204, KIB335 and KIB338); OR

* Interactive Media Design (comprising KKB216 {not offered in 2010 so students should select KIB230}, KIB205, KIB309 and KIB314)

Year 1, Semester 1

KIB103 Introduction to Web Design and Development
 KKB101 Creative Industries: People and Practices
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 1, Semester 2

KIB101 Visual Communication
 KKB102 Creative Industries: Making Connections
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 1

KIB104 Digital Media
 KVB105 Drawing for Design
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 2

KIB102 Visual Interactions
 KIB105 Animation and Motion Graphics
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 3, Semester 1

KIB214 Design for Interactive Media
 SELECT: Either KIB230 or KKB216 (Note that KKB216 will not be offered in 2010 so students should select KIB230);
 KIB230 Interface and Information Design
 KKB216 Graphical Development Environments for Media Interaction
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 3, Semester 2

KIB216 Advanced Web Design
 SELECT: Either KIB205 or KVB204:
 KIB205 Programming for Visual Designers and Artists

KVB204 Graphic Design
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 1

KIB315 Contemporary Issues in Digital Media
 SELECT: Either KIB309 or KIB335:
 KIB309 Embodied Interactions
 KIB335 Typography and Illustration
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 2

KIB322 Design Project
 SELECT: Either KIB314 or KIB338:
 KIB314 Tangible Media
 KIB338 Print Media
 Business Faculty Major Unit
 Business Faculty Major Unit

Course structure for students who commenced in 2009

Notes

From year 2, students are recommended to take one of the following pathways:

* Visual Communication (comprising KIB230, KVB204, KIB335 and KIB338); OR

* Interactive Media Design (comprising KKB216 {not offered in 2010 so students should select KIB230}, KIB205, KIB309 and KIB314)

Year 1, Semester 1

KIB101 Visual Communication
 KKB101 Creative Industries: People and Practices
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 1, Semester 2

KIB102 Visual Interactions
 KKB102 Creative Industries: Making Connections
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 1

KIB103 Introduction to Web Design and Development
 KVB105 Drawing for Design
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 2

KIB104 Digital Media
 KIB105 Animation and Motion Graphics

FACULTY OF BUSINESS

Business Faculty Core Unit

AYB200 Financial Accounting

Business Faculty Core Unit

AYB225 Management Accounting

Year 3, Semester 1

KIB214 Design for Interactive Media

SELECT: Either KIB230 or KKB216 (Note that KKB216 will not be offered in 2010 so students should select KIB230):

KIB230 Interface and Information Design

KKB216 Graphical Development Environments for Media Interaction

Business Faculty Major Unit

Business Faculty Major Unit

Year 3, Semester 2

KIB216 Advanced Web Design

SELECT: Either KIB205 or KVB204:

KIB205 Programming for Visual Designers and Artists

KVB204 Graphic Design

Business Faculty Major Unit

Business Faculty Major Unit

Year 4, Semester 1

KIB315 Contemporary Issues in Digital Media

SELECT: Either KIB309 or KIB335:

KIB309 Embodied Interactions

KIB335 Typography and Illustration

Business Faculty Major Unit

Business Faculty Major Unit

Year 4, Semester 2

KIB322 Design Project

SELECT: Either KIB314 or KIB338:

KIB314 Tangible Media

KIB338 Print Media

Business Faculty Major Unit

Business Faculty Major Unit

Accountancy Major

Year 1 Semester 1

BSB110 Accounting

BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis

BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics

BSB113 Economics

Year 2 Semester 2

Year 3 Semester 1

EFB210 Finance 1

AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law

AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law

AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance

AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB113 Economics

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB119 Global Business

BSB124 Working in Business

Year 2 Semester 2

AMB200 Consumer Behaviour

AMB220 Advertising Theory and Practice

Year 3 Semester 1

AMB201 Marketing and Audience Research

BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting

AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management

AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns

BSB123 Data Analysis

Economics Major

FACULTY OF BUSINESS

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty Core Units

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy
EFB336 International Economics
EFB337 Game Theory and Applications

Remaining Faculty Core Units

Student must complete both remaining Faculty Core units:

BSB119 Global Business
BSB126 Marketing

Finance Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

EFB210 Finance 1
EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB201 Financial Markets
EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2
EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations
 MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
 MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB119 Global Business
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
 BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
 BSB113 Economics

Year 3 Semester 1

AYB227 International Accounting
 MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 2

AMB210 Importing and Exporting
 EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
 AMB336 International Marketing

Year 4 Semester 2

AMB369 International Business Strategy
 MGB340 International Business in the Asia-pacific

Management Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
 BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
 MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
 MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
 MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
 BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
 BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
 AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
 AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns
BSB123 Data Analysis

Potential Careers:

Academic, Account Executive, Accountant, Administrator, Advertising Professional, Animator, Banker, Banking and Finance Professional, Computer Games Developer, Economist, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Internet Professional, Manager, Market Research Manager, Marketing Officer/Manager, Multimedia Designer, Organisational Communication Specialist, Post-production specialist, Public Relations Officer/Consultant, Publishing Professional, Web Designer.

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

Year offered: 2010

Admissions: Yes

CRICOS code: 064813M

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409682

Past rank cut-off: Admission to course is based on Additional Entry Requirements in addition to an OP/rank. Please refer to Additional Entry Requirements.

Past OP cut-off: Admission to course is based on Additional Entry Requirements in addition to an OP/rank. Please refer to Additional Entry Requirements.

Assumed knowledge: English (4, SA) and for accountancy, economics, finance and marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Dr Courtney Pedersen (Visual Arts); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Robert Bianchi (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Additional Entry Requirements

For Additional Entry requirements please visit the Creative Industries website

Course Structure

This course is made up of 384 credit points. Each component (i.e. Business and Visual Arts) comprises 192 credit points.

You will be immersed in your fine arts major with 14 studio units, and have a broad creative industries perspective from the two foundation units.

Your business degree component comprises eight business core units, and eight business major units. You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. Accountancy students will complete 10 major units and 6 Faculty core units in order to meet professional recognition requirements.

Overview

You will graduate with not only advanced technical and creative practice skills, but also with highly developed business knowledge. You will be well equipped to work as either a creative practitioner or business professional.

You will be equipped to take advantage of the growing range of career opportunities available within the creative industries, whether that be as a creative practitioner, a business professional, or by applying your creative skills within a business environment.

You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

This course will allow you to follow pathways into a career as a contemporary artist, art professional or art teacher. You will develop an individual art practice by working on projects in unique, open-media studios while also attending classes in modern and contemporary art history and theory. You will discover how to critically evaluate your work and the work of others through group and individual consultations.

OP Guarantee

The OP Guarantee does not apply to this course.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Why choose this course?

Because we embrace an open-studio model, you will be encouraged to explore independent approaches to art practice across a variety of media. There is an emphasis on innovative thinking and a strong conceptual approach. This allows you to tailor your training to your career aspirations.

Five of our graduates have been recipients of the Samstag International Visual Arts Scholarship, a prestigious national award that supports Australian graduates to develop their studies overseas. In the past three years four of our graduates have been awarded Australia Council residencies in international studios, and in 2008 the Queensland Premier's New Media Award and the Qantas Spirit of Youth Award for visual art were both won by QUT visual arts graduates.

Whether you are planning to become a professional artist, teacher or art professional such as curator or arts manager, you will benefit from substantial studio experience while receiving training in your specialist area. You can combine your studio training with study areas such as interaction design, event management, entrepreneurship, or business to equip you for a range of careers in the creative economy.

Career Outcomes

This course will allow you to choose your career outcome. Many of our graduates become highly successful practising

artists who are represented by commercial galleries and have strong careers in the commissioned and public funding sectors.

With specialist training in a related field, our graduates also take up positions as creative directors, visual designers and a range of other occupations in the creative industries sector. If taken in combination with a Graduate Diploma in Education (Senior Years), this course will enable you to become a qualified teacher.

Limits on grades of 3

A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website

Course structure for students who commenced in 2010

Year 1, Semester 1

KKB101 Creative Industries: People and Practices
 KVB102 Modernism
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
 KVB103 Australian Art
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 2, Semester 1

KVB120 Studio Art Practice 1
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 2, Semester 2

KVB121 Studio Art Practice 2
 SELECT: Business Faculty Core Unit
 SELECT: Business Faculty Core Unit

Year 3, Semester 1

KVB220 Studio Art Practice 3
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 3, Semester 2

KVB221 Studio Art Practice 4
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 4, Semester 1

KIB104 Digital Media
 KVB304 Contemporary Art Issues
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Year 4, Semester 2

SELECT Either KVB108 or KVB211:
 KVB108 Contemporary Asian Visual Culture
 KVB211 Post 1945 Art
 SELECT Either KVB306 or KVB307:
 KVB306 Video Art and Culture
 KVB307 Theories of Spatial Culture
 SELECT: Business Faculty Major Unit
 SELECT: Business Faculty Major Unit

Course structure for students who commenced in 2009

Year 1, Semester 1

KKB101 Creative Industries: People and Practices
 KVB102 Modernism
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 1, Semester 2

KKB102 Creative Industries: Making Connections
 KVB103 Australian Art
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 1

KVB120 Studio Art Practice 1
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 2, Semester 2

KVB121 Studio Art Practice 2
 Business Faculty Core Unit
 Business Faculty Core Unit

Year 3, Semester 1

KVB220 Studio Art Practice 3
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 3, Semester 2

KVB221 Studio Art Practice 4
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 1

FACULTY OF BUSINESS

KIB104 Digital Media
 KVB304 Contemporary Art Issues
 Business Faculty Major Unit
 Business Faculty Major Unit

Year 4, Semester 2

SELECT Either KVB108 or KVB211:
 KVB108 Contemporary Asian Visual Culture
 KVB211 Post 1945 Art
 SELECT Either KVB306 or KVB307:
 KVB306 Video Art and Culture
 KVB307 Theories of Spatial Culture
 Business Faculty Major Unit
 Business Faculty Major Unit

Accountancy Major

Year 1 Semester 1

BSB110 Accounting
 BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
 BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
 BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
 AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
 AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
 AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
 AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
 AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB113 Economics

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice

Year 3 Semester 1

AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting
 AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
 AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
 BSB123 Data Analysis

Economics Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
 BSB124 Working in Business

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory

Choice units or remaining Faculty Core Units

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics

EFB333 Introductory Econometrics

EFB334 Environmental Economics and Policy

EFB336 International Economics

EFB337 Game Theory and Applications

Remaining Faculty Core Units

Student must complete both remaining Faculty Core units:

BSB119 Global Business

BSB126 Marketing

Finance Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

BSB123 Data Analysis

Year 3 Semester 1

EFB210 Finance 1

EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB201 Financial Markets

EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2

EFB335 Investments

Year 4 Semester 2

EFB312 International Finance

EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

BSB123 Data Analysis

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations

MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations

MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis

BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

AYB227 International Accounting
MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 2

AMB210 Importing and Exporting
EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
AMB336 International Marketing

Year 4 Semester 2

AMB369 International Business Strategy
MGB340 International Business in the Asia-pacific

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning

AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases

AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns

BSB123 Data Analysis

Potential Careers:

Academic, Account Executive, Accountant, Administrator, Advertising Professional, Art Project Manager, Artist, Arts Administrator, Banker, Banking and Finance Professional, Economist, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Manager, Market Research Manager, Marketing Officer/Manager, Public Relations Officer/Consultant, Visual Artist.

Bachelor of Business / Bachelor of Journalism (IX36)

Year offered: 2010

Admissions: Yes

CRICOS code: 059598M

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409172

Past rank cut-off: 92

Past OP cut-off: 5

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Susan Hetherington (Journalism); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Overview

This professional course links journalism with business studies and is the choice of about one-third of commencing journalism students. The combination of journalism with business majors can equip you for specialist journalism careers in finance, international affairs, or political and social commentary.

Your journalism degree will be of benefit even if you choose to pursue a career in business, as you will graduate with highly developed writing skills. Public relations students will find this particularly relevant in tasks such as editing trade and specialist publications, speech writing or in corporate communication roles.

Career Outcomes

Journalism graduates are prepared for careers in both print and broadcast journalism. Opportunities also exist to become press secretaries and media officers. The combination of journalism with business majors can equip you for specialist journalism careers in finance, international affairs or political and social commentary. Your journalism degree will be of benefit even if you choose to pursue a career in business, as you will graduate with highly developed writing skills. Public relations students will find this particularly relevant in tasks such as editing trade and

specialist publications, speech writing or in corporate communication roles.

Course Design

Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Business program and 192 credit points from the Bachelor of Journalism program. Students will undertake the two components of the double degree concurrently.

Business component:

Students must complete the 96 credit point Faculty Core Units in the Business program together with a 96 credit point Major. Accountancy students will undertake 6 Faculty Core units and 10 Major Core units in order to meet the professional recognition.

You will undertake two creative industries foundation units and 14 specialist units in journalism which will provide a broad range of journalism knowledge. Your business degree component comprises eight business core units, and eight business major units. You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Professional Recognition

The Journalism degree is recognised by the Australian Journalists' Association (AJA) section of the Media Entertainment and Arts Alliance (MEAA).

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Deferment

All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

Important Information for Business Students

Faculty of Business rules and procedures are outlined in the Faculty Undergraduate Guidelines booklet.

Other useful information can be found on the Student Services website.

Course structure for students who commenced in 2010

Year 1, Semester 1

KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices Business Faculty Core Unit

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Business Faculty Core Unit

Year 1, Semester 2

KJB120	Newswriting
KKB102	Creative Industries: Making Connections
	Business Faculty Core Unit
	Business Faculty Core Unit

Year 2, Semester 1

KCB102	Media Myth Busting 1
KJB121	Journalistic Inquiry
	Business Faculty Core Unit
	Business Faculty Core Unit

Year 2, Semester 2

KCB103	Strategic Speech Communication
SELECT:	Either KKB175 (strongly recommended) or KJB337
KKB175	Creative Industries Legal Issues
KJB337	Public Affairs Reporting
	Business Faculty Core Unit
	Business Faculty Core Unit

Year 3, Semester 1

KJB224	Feature Writing
KPB101	Introduction to Film, TV and New Media Production
	Business Faculty Major Unit
	Business Faculty Major Unit

Year 3, Semester 2

KJB211	Layout and Design
KJB222	Online Journalism 1
	Business Faculty Major Unit
	Business Faculty Major Unit

Year 4, Semester 1

KJB239	Journalism Ethics and Issues
KJB304	Sub-Editing
	Business Faculty Major Unit
	Business Faculty Major Unit

Year 4, Semester 2

KJB235	Radio and Television Journalism 1
	Business Faculty Major Unit
	Business Faculty Major Unit

Course structure for students who commenced in 2009

Year 1, Semester 1

KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices

Business Faculty Core Unit

Business Faculty Core Unit

Year 1, Semester 2

KJB120	Newswriting
KKB102	Creative Industries: Making Connections
	Business Faculty Core Unit
	Business Faculty Core Unit

Year 2, Semester 1

KCB102	Media Myth Busting 1
KJB121	Journalistic Inquiry
	Business Faculty Core Unit
	Business Faculty Core Unit

Year 2, Semester 2

KCB103	Strategic Speech Communication
SELECT	Either KKB175 (strongly recommended) or KJB337:
KKB175	Creative Industries Legal Issues
KJB337	Public Affairs Reporting
	Business Faculty Core Unit
	Business Faculty Core Unit

Year 3, Semester 1

KJB224	Feature Writing
KPB101	Introduction to Film, TV and New Media Production
	Business Faculty Major Unit
	Business Faculty Major Unit

Year 3, Semester 2

KJB211	Layout and Design
KJB222	Online Journalism 1
	Business Faculty Major Unit
	Business Faculty Major Unit

Year 4, Semester 1

KJB239	Journalism Ethics and Issues
KJB304	Sub-Editing
	Business Faculty Major Unit
	Business Faculty Major Unit

Year 4, Semester 2

KJB235	Radio and Television Journalism 1
	Business Faculty Major Unit
	Business Faculty Major Unit

Course structure for students who commenced in 2008

Year 1, Semester 1

KJB120	Newswriting
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KKB101 Creative Industries: People and Practices
Business Faculty Core Unit
Business Faculty Core Unit

Business Faculty Core Unit
Business Faculty Core Unit

Year 1, Semester 2

KJB101 Digital Journalism
KKB102 Creative Industries: Making Connections
Business Faculty Core Unit
Business Faculty Core Unit

Year 1, Semester 2

Creative Industries Core Unit
KJB101 Digital Journalism
Business Faculty Core Unit
Business Faculty Core Unit

Year 2, Semester 1

KJB121 Journalistic Inquiry
KPB101 Introduction to Film, TV and New Media Production
Business Faculty Core Unit
Business Faculty Core Unit

Year 2, Semester 1

KJB121 Journalistic Inquiry
KPB101 Introduction to Film, TV and New Media Production
Business Faculty Core Unit
Business Faculty Core Unit

Year 2, Semester 2

KJB211 Layout and Design
KJB224 Feature Writing
Business Faculty Core Unit
Business Faculty Core Unit

Year 2, Semester 2

KJB224 Feature Writing
KJB232 Radio and Television Journalism 1
Business Faculty Core Unit
Business Faculty Core Unit

Year 3, Semester 1

KJB239 Journalism Ethics and Issues
KJB304 Sub-Editing
Business Faculty Major Unit
Business Faculty Major Unit

Year 3, Semester 1

KJB239 Journalism Ethics and Issues
KJB304 Sub-Editing
Business Faculty Major Unit
Business Faculty Major Unit

Year 3, Semester 2

KJB235 Radio and Television Journalism 1
Business Faculty Major Unit
Business Faculty Major Unit

Year 3, Semester 2

KJB211 Layout and Design
KJB222 Online Journalism 1
Business Faculty Major Unit
Business Faculty Major Unit

Year 4, Semester 1

KJB336 Radio and Television Journalism 2
Business Faculty Major Unit
Business Faculty Major Unit

Year 4, Semester 1

KJB336 Radio and Television Journalism 2
Business Faculty Major Unit
Business Faculty Major Unit

Year 4, Semester 2

KKB175 Creative Industries Legal Issues
SELECT Either KJB280 or KJB337:
KJB280 International Journalism
KJB337 Public Affairs Reporting
Business Faculty Major Unit
Business Faculty Major Unit

Year 4, Semester 2

KKB175 Creative Industries Legal Issues
SELECT Either KJB280 or KJB337:
KJB280 International Journalism
KJB337 Public Affairs Reporting
Business Faculty Major Unit
Business Faculty Major Unit

Course structure for students who commenced in 2007

Year 1, Semester 1

Creative Industries Core Unit
KJB120 Newswriting

Accountancy Major

Year 1 Semester 1

BSB110 Accounting
BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB126 Marketing
BSB113 Economics

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
BSB123 Data Analysis

Economics Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB123 Data Analysis

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty Core Units

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy
EFB336 International Economics
EFB337 Game Theory and Applications

Important Information

Note: BSB126 and BSB119 are the remaining Faculty Core units which must be completed.

Finance Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance
EFB210 Finance 1

Year 3 Semester 2

EFB201 Financial Markets
EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2
EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB126 Marketing
BSB119 Global Business

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

MGB225 Intercultural Communication and Negotiation Skills
AYB227 International Accounting

Year 3 Semester 2

AMB210 Importing and Exporting
EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-pacific
AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns
BSB123 Data Analysis

Accountancy Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB110 Accounting
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB122 Quantitative Analysis and Finance
BSB114 Government, Business and Society

Year 2 Semester 1

FACULTY OF BUSINESS

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB121 Financial Accounting
AYB223 Law of Business Associations

Year 3 Semester 1

AYB225 Management Accounting
AYB220 Company Accounting

Year 3 Semester 2

AYB221 Computerised Accounting Systems
AYB325 Taxation Law

Year 4 Semester 1

AYB301 Auditing
AYB311 Financial Accounting Issues
or
AYB321 Strategic Management Accounting

Year 4 Semester 2

EFB101 Data Analysis for Business
EFB210 Finance 1

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Advertising Major - Student who commenced in 2007 and 2008

Year 1 Semester 1

BSB122 Quantitative Analysis and Finance
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management, People and Organisations

Year 2 Semester 1

BSB114 Government, Business and Society
BSB119 International and Electronic Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 2

AMB221 Advertising Copywriting

AMB222 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
AMB330 Advertising Strategy and Planning

Year 4 Semester 2

AMB321 Advertising Campaigns
AMB202 Integrated Marketing Communication

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB122 Quantitative Analysis and Finance
BSB119 International and Electronic Business

Year 3 Semester 1

EFB101 Data Analysis for Business
EFB210 Finance 1

Year 3 Semester 2

EFB102 Economics 2
EFB307 Finance 2

Year 4 Semester 1

EFB200 Applied Regression Analysis
EFB318 Portfolio and Security Analysis

Year 4 Semester 2

EFB312 International Finance
EFB201 Financial Markets

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics Major - Students who commenced in 2007

and 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
EFB102 Economics 2

Year 2 Semester 2

BSB122 Quantitative Analysis and Finance
BSB119 International and Electronic Business

Year 3 Semester 1

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

Year 3 Semester 2

EFB101 Data Analysis for Business
EFB328 Public Economics and Finance - Replaced with any Economics unit

Year 4 Semester 1

BSB111 Business Law and Ethics
EFB200 Applied Regression Analysis

Year 4 Semester 2

EFB329 Contemporary Applications of Economics Theory
EFB314 International Trade and Economic Competitiveness

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Human Resource Management Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB122 Quantitative Analysis and Finance
BSB119 International and Electronic Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Management Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
HRM Option Unit

Year 4 Semester 1

MGB221 Performance and Reward
MGB331 Training and Development

Year 4 Semester 2

MGB320 Recruitment and Selection
HRM Option Unit

HRM Option Unit List:

HRM students must choose two from the above list (one must be a Level 3 unit).

MGB201 The Legal Context of Employment Relations
MGB210 Production and Service Management
MGB212 Sustainability in a Changing Environment
MGB309 Strategic Management
MGB314 Organisational Consulting and Change
MGB315 Personal and Professional Development
MGB335 Project Management

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB119 International and Electronic Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management, People and Organisations

Year 2 Semester 1

BSB114 Government, Business and Society
BSB122 Quantitative Analysis and Finance

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

IBB202 Fundamentals of International Finance
 IBB217 Asian Business Development
 or
 IBB208 European Business Development

Year 3 Semester 2

IBB210 Export Management
 IBB317 Contemporary Business in Asia
 or
 IBB308 Contemporary Business in Europe

Year 4 Semester 1

IBB213 International Marketing
 IBB205 Cross-Cultural Communication and Negotiation

Year 4 Semester 2

IBB300 International Business Strategy
 IBB303 International Logistics

Important Note

Note: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative unit.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Management Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB113 Economics
 BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB122 Quantitative Analysis and Finance
 MGB200 Leading Organisations

Year 3 Semester 1

MGB210 Production and Service Management
 MGB223 Creating New Enterprises

Year 3 Semester 2

BSB119 International and Electronic Business
 MGB212 Sustainability in a Changing Environment

Year 4 Semester 1

MGB309 Strategic Management
 Management Option Unit

Year 4 Semester 2

MGB335 Project Management
 Management Option Unit

Management Option Unit List:

Management students must choose two from the above list (one must be a Level 3 unit).

MGB201 The Legal Context of Employment Relations
 MGB218 Venture Skills
 MGB314 Organisational Consulting and Change
 MGB315 Personal and Professional Development
 IBB205 Cross-Cultural Communication and Negotiation

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB122 Quantitative Analysis and Finance
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management, People and Organisations

Year 2 Semester 1

BSB114 Government, Business and Society
 BSB119 International and Electronic Business

Year 2 Semester 2

BSB111 Business Law and Ethics
 BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research
 AMB241 E-Marketing Strategies

Year 4 Semester 1

AMB340 Services Marketing
 AMB202 Integrated Marketing Communication

Year 4 Semester 2

FACULTY OF BUSINESS

AMB341	Strategic Marketing	BSB119	now retitled BSB119 Global Business
AMB352	Marketing Decision Making	BSB122	is replaced by BSB123 Data Analysis
	or		
IBB213	International Marketing		

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Public Relations Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB122	Quantitative Analysis and Finance
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management, People and Organisations

Year 2 Semester 1

BSB114	Government, Business and Society
BSB119	International and Electronic Business

Year 2 Semester 2

BSB111	Business Law and Ethics
BSB113	Economics

Year 3 Semester 1

AMB201	Marketing and Audience Research
AMB260	Public Relations Theory and Practice

Year 3 Semester 2

AMB261	Media Relations and Publicity
AMB262	Public Relations Writing

Year 4 Semester 1

AMB360	Corporate Communication Management
AMB370	Public Relations Cases

Year 4 Semester 2

AMB361	Public Relations Campaigns
AMB371	Corporate Communication Strategies

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management

Accountancy Core units

AYB121	is now AYB200 Financial Accounting AYB121
AYB220	is now AYB340 Company Accounting AYB220
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the

	School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	Applications
IBB300	is now AMB369 International Business Strategy	Financial Economics Extended Major (FEX) (for Economics Students)
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	EFB200 is replaced by EFB333 Introductory Econometrics
Management Core units		EFB324 is replaced by EFB201 Financial Markets
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	EFB325 is replaced by EFB337 Game Theory and Applications
Marketing Core units		Funds Management Extended Major (FDX)
AMB241	is now AMB335 E-Marketing Strategies	EFB318 is replaced by EFB335 Investments
AMB341	is now AMB359 Strategic Marketing	AYB312 is now AYB232 Financial Institutions Law
Public Relations Core units		EFB200 is replaced by EFB333 Introductory Econometrics
AMB260	is replaced by AMB263 Introduction to Public Relations	Human Resource Management Extended Major (HRX)
AMB360	is replaced by AMB373 Corporate Communication	MGB315 is now MGB370 Personal and Professional Development
AMB361	is replaced by AMB379 Public Relations Campaigns	IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
Business Law and Tax Extended Major (BLX)		MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
AYB223	replaced by AYB230 Corporations Law	International Business Extended Major (IBX)
AYB325	is now AYB219 Taxation Law	IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
AYB305	is replaced by AYB205 Law of Business Entities	IBB303 is now AMB303 International Logistics
AYB312	is now AYB232 Financial Institutions	AMB230 now retitled AMB230 Digital Promotions
Professional Accounting Extended Major (PAX)		IBB312 is replaced by AMB300 Independent Project 1
AYB223	is replaced by AYB230 Corporations Law	Management Extended Major (MNX)
AYB325	is now AYB219 Taxation Law	IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
Advertising Extended Major (ADX)		MGB218 is now MGB324 Managing Business Growth
AMB230	now retitled AMB230 Digital Promotions	MGB315 is now MGB370 Personal & Professional Development
AMB330	now retitled AMB330 Advertising Planning Portfolio	IBB210 is replaced by AMB210 Import and Exporting
Banking Extended Major (BFX)		IBB303 is now AMB303 International Logistics
AYB312	is now AYB232 Financial Institutions Law	Marketing Extended Major (MKX)
EFB200	is replaced by EFB333 Introductory Econometrics	AMB251 now retitled AMB251 Innovation and Brand Management
EFB318	is replaced by EFB335 Investments	AMB260 is replaced by AMB263 Introduction to Public Relations
Financial Economics Extended Major (FEX) (for Banking & Finance Students)		AMB351 is now AMB209 Tourism Marketing
EFB200	is replaced by EFB333 Introductory Econometrics	AMB352 is replaced by AMB252 Business Decision Making
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AMB354 is now AMB208 Events Marketing
EFB211	is replaced by EFB331 Intermediate Microeconomics	IBB213 is now AMB336 International Marketing
EFB325	is replaced by EFB336 International Economics	IBB303 is now AMB303 International Logistics
EFB318	is replaced by EFB335 Investments	Public Relations Extended Major (PRX)
EFB324	is replaced by EFB337 Game Theory and	AMB370 is replaced by AMB374 Global Public Relations Cases

AMB371 is replaced by AMB375 Public Relations Management

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Business Law and Tax Specialisation (BLS)

AYB223 is replaced by AYB230 Corporations Law
 AYB325 is now AYB219 Taxation Law
 AYB305 is now AYB205 Company Law & Practice
 AYB312 is now AYB232 Financial Institutions Law
 BSB213 is now AYB115 Governance Issues in E-Business

Potential Careers:

Accountant, Advertising Professional, Banking and Finance Professional, Economist, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, Information Officer, Journalist, Manager, Marketing Officer/Manager, Media Industry Specialist, Public Relations Officer/Consultant, Publishing Professional, Stockbroker.

Electronic Business Specialisation (EUS)

BSB212 is replaced by AYB114 Business Technologies
 BSB213 is replaced by AYB115 Governance Issues and Fraud
 BSB314 is replaced by AYB341 Forensic and Business Intelligence
 ITB233 is now INB312 Enterprise Systems Applications
 ITB823 is now INB830 Web Sites for E-Commerce
 ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2
 EFB202 is replaced by EFB330 Intermediate Macroeconomics
 EFB211 is replaced by EFB331 Intermediate Microeconomics
 EFB329 is now 338 Contemporary Applications of Economics
 EFB314 is replaced by EB336 International Economics
 EFB324 is replaced by EFB201 Financial Markets
 EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations
 AMB230 now retitled AMB230 Digital Promotions
 AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics
 BSB314 is replaced by AYB341 Forensic and Business Intelligence
 IBB210 is replaced by AMB210 Importing and Exporting
 EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion
 AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

Bachelor of Business / Bachelor of Mathematics (IX37)

Year offered: 2010

Admissions: Yes

CRICOS code: 059601K

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,400 (indicative) per semester

International Fees (indicative): 2010: \$10,500 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 419212

Past rank cut-off: 81

Past OP cut-off: 10

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and Maths B (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Dr Erica French (Business); Prof Erhan Kozan (Science and Technology); Dr Helen Johnson (Assistant Course Coordinator - Mathematics)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Career Opportunities

Graduates are equipped to undertake sophisticated economic and financial modelling which is important in business and government decision making. Quantitative analysts are employed by the financial sector in order to optimise returns both in the short and long-term. Graduates may also become actuarial trainees in the insurance and superannuation area although further study is required in order to qualify as an actuary.

Graduates may find employment as Accountants, Advertising Professionals, Banking and Finance Consultants, Economists, Human Resource Managers, International Business Specialists, Managers, Marketing Officers, Public Relations Officers.

Course Design

Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Mathematics program and 192 credit points from the Bachelor of Business program.

Business component:

2009 and 2010 commencing students

- 7 Faculty Core units (96 credit points)*
- 8 Major Core units (96 credit points)
- MGB223 Entrepreneurship and Innovation*

2007-2008 commencing students

- 7 Faculty Core units (84 credit points)*
- 9 Major Core units (108 credit points)

*Please note that BSB122 Quantitative Analysis & Finance (Replaced by BSB123 Data Analysis) is not required as the content of MAB313 Mathematics of Finance covers similar topics. An additional unit from the chosen major replaces BSB122/BSB123 for 2007 and 2008 commencing students. MGB223 Entrepreneurship and Innovation replaces BSB122/BSB123 for 2009 and 2010 commencing students.

* Please note that EFB101 Data Analysis for Business which is normally undertaken in the Majors of Accountancy, Banking & Finance and Economics, is not required as the content will be covered in the statistics units from the mathematics component of the program.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Mathematics Bursaries

Students enrolled in this course can apply for industry-sponsored bursaries. These bursaries are awarded to Australian citizens or permanent residents on a competitive basis. Applications should be submitted by 1 December of the year preceding entry to the course. For further information see www.maths.qut.edu.au

Deferment

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

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

Find out more on deferment.

Further Information

For further information about this course, please contact the following:

Business Coordinator

Dr Erica French

Phone: Student Services +61 7 3138 2117

Email: Student.Services.bus@qut.edu.au

Science and Technology Coordinator

Prof Erhan Kozan and Dr Helen Johnson

Phone: +61 7 3138 2782

Email: enquiry.scitech@qut.edu.au

Full Time Course structure

FACULTY OF BUSINESS

Year 1 Semester 1

Business Faculty Core Unit
Business Faculty Core Unit
Mathematics Unit
Mathematics Unit

Year 1 Semester 2

Business Faculty Core Unit
Business Faculty Core Unit
Mathematics Unit
Mathematics Unit

Year 2 Semester 1

Business Faculty Core Unit
Business Faculty Core Unit
Mathematics Unit
Mathematics Unit

Year 2 Semester 2

Business Faculty Core Unit
Business Faculty Major Unit
Mathematics Unit
Mathematics Unit

Year 3 Semester 1

Business Faculty Major Unit
Business Faculty Major Unit
Mathematics Unit
Mathematics Unit

Year 3 Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
Mathematics Unit
Mathematics Unit

Year 4 Semester 1

Business Faculty Major Unit
Business Faculty Major Unit
Mathematics Unit
Mathematics Unit

Year 4 Semester 2

Business Faculty Major Unit
Business Faculty Major Unit
Mathematics Unit
Mathematics Unit

Accountancy Major

Year 1 Semester 1

BSB110 Accounting

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB126 Marketing
BSB113 Economics

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 1

BSB111 Business Law and Ethics
AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB318 Advertising Copywriting

AMB319 Media Planning

Note: BSB119 and BSB126 are the remaining Faculty Core units to be completed from the Business program.

Year 4 Semester 1

AMB320 Advertising Management

AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns

MGB223 Entrepreneurship and Innovation

Economics Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB110 Accounting

BSB124 Working in Business

Year 2 Semester 1

BSB111 Business Law and Ethics

MGB223 Entrepreneurship and Innovation

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance

EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics

EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory

Choice units or remaining Faculty Core Units

Choice units

Choose any three of the following:

EFB332 Applied Behavioural Economics

EFB333 Introductory Econometrics

EFB334 Environmental Economics and Policy

EFB336 International Economics

EFB337 Game Theory and Applications

Important Note:

Finance Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

EFB210 Finance 1

EFB222 Quantitative Methods For Economics and Finance

Year 3 Semester 2

EFB201 Financial Markets

EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2

EFB335 Investments

Year 4 Semester 2

EFB312 International Finance

EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

FACULTY OF BUSINESS

MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations

MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations

MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB119 Global Business

BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

BSB115 Management

Year 2 Semester 1

BSB113 Economics

BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics

MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

AYB227 International Accounting

MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 2

AMB210 Importing and Exporting

EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics

AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-pacific

AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business

MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

MGB201 Contemporary Employment Relations

MGB210 Managing Operations

Year 3 Semester 2

MGB200 Leading Organisations

MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management

MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment

MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics

BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics

BSB115 Management

Year 2 Semester 1

BSB119 Global Business

BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting

MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

AMB200 Consumer Behaviour

AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns
MGB223 Entrepreneurship and Innovation

Course structure for Students with Four Semesters of Senior Mathematics B and Senior Mathematics C

Year 1, Semester 1

MAB101 Statistical Data Analysis 1
MAB121 Calculus and Differential Equations

Year 1, Semester 2

MAB122 Algebra and Analytic Geometry
MAB210 Statistical Modelling 1

Year 2, Semester 1

MAB311 Advanced Calculus
Mathematics Elective

Year 2, Semester 2

MAB220 Computational Mathematics 1
Mathematics Elective

Year 3, Semester 1

MAB312 Linear Algebra
Mathematics Elective

Year 3, Semester 2

Mathematics Elective
Mathematics Elective

Year 4, Semester 1

Mathematics Elective
Mathematics Elective

Year 4, Semester 2

Mathematics Elective
Mathematics Elective

Course Structure for Students with Four Semesters of Senior Mathematics B Only

Year 1, Semester 1

MAB101 Statistical Data Analysis 1
MAB120 Algebra and Calculus

Year 1, Semester 2

MAB121 Calculus and Differential Equations
MAB122 Algebra and Analytic Geometry

Year 2, Semester 1

MAB210 Statistical Modelling 1
MAB311 Advanced Calculus

Year 2, Semester 2

MAB220 Computational Mathematics 1
Mathematics Elective

Year 3, Semester 1

MAB312 Linear Algebra
Mathematics Elective

Year 3, Semester 2

Mathematics Elective
Mathematics Elective

Year 4, Semester 1

Mathematics Elective
Mathematics Elective

Year 4, Semester 2

Mathematics Elective
Mathematics Elective

Mathematics Units

Level 2 Units

MAB311 Advanced Calculus
MAB312 Linear Algebra
MAB313 Mathematics of Finance
MAB314 Statistical Modelling 2
MAB315 Operations Research 2
MAB413 Differential Equations
MAB414 Applied Statistics 2
MAB420 Computational Mathematics 2
MAB422 Mathematical Modelling
MAB461 Discrete Mathematics
MAB480 Introduction to Scientific Computation
MAB481 Visualisation and Data Analysis
Note: MAB311 Advanced Calculus and MAB312 Linear Algebra are mandatory units.

Level 3 Units - at least 4 units must be selected

MAB521 Applied Mathematics 3
MAB522 Computational Mathematics 3
MAB524 Statistical Inference
MAB525 Operations Research 3A
MAB533 Statistical Techniques
MAB536 Time Series Analysis
MAB613 Partial Differential Equations
MAB623 Financial Mathematics
MAB624 Applied Statistics 3
MAB625 Operations Research 3B
MAB640 Industry Project
MAB672 Advanced Mathematical Modelling
MAB681 Advanced Visualisation and Data Analysis
Note: MAB523 Introduction to Quality Management and MAB621 Discrete Mathematics do not contribute to the mandatory 48 credit points minimum from Level 3 Mathematics units.

Accountancy Major for Students with Maths B and C - For student who commenced in 2007 and 2008

Year 1 Semester 1

BSB110 Accounting
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB126 Marketing
or
BSB114 Government, Business and Society
BSB119 International and Electronic Business

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB121 Financial Accounting
AYB223 Law of Business Associations

Year 3 Semester 1

AYB225 Management Accounting
AYB220 Company Accounting

Year 3 Semester 2

AYB221 Computerised Accounting Systems
AYB325 Taxation Law

Year 4 Semester 1

AYB301 Auditing
AYB311 Financial Accounting Issues
or
AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB339 Accountancy Capstone
EFB210 Finance 1

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major for Students with Maths B and C- For students who commenced in 2007 & 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

EFB102 Economics 2

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BSB119 International and Electronic Business

Year 3 Semester 1

EFB210 Finance 1

EFB201 Financial Markets

Year 3 Semester 2

EFB307 Finance 2

EFB312 International Finance

Year 4 Semester 1

EFB200 Applied Regression Analysis

EFB318 Portfolio and Security Analysis

Year 4 Semester 2

Any Finance Unit

Any Finance Unit

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics Major for Students with Maths B and C - For Students who commenced in 2007 & 2008

Year 1 Semester 1

BSB113 Economics

BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

EFB102 Economics 2

Year 2 Semester 2

EFB210 Finance 1

BSB119 International and Electronic Business

Year 3 Semester 1

EFB211 Firms, Markets and Resources

EFB202 Business Cycles and Economic Growth

Year 3 Semester 2

EFB328 Public Economics and Finance

Any Economics unit

Year 4 Semester 1

BSB111 Business Law and Ethics

EFB200 Applied Regression Analysis

Year 4 Semester 2

EFB329 Contemporary Applications of Economics Theory

EFB314 International Trade and Economic Competitiveness

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business Major for Students with Maths B and C - For Student who commenced in 2007 & 2

Year 1 Semester 1

BSB126 Marketing

BSB119 International and Electronic Business

Year 1 Semester 2

BSB110 Accounting

BSB115 Management, People and Organisations

Year 2 Semester 1

BSB114 Government, Business and Society

IBB202 Fundamentals of International Finance

Year 2 Semester 2

BSB111 Business Law and Ethics

BSB113 Economics

Year 3 Semester 1

IBB205 Cross-Cultural Communication and Negotiation

IBB217 Asian Business Development

or

IBB208 European Business Development

Year 3 Semester 2

IBB210 Export Management

IBB317 Contemporary Business in Asia

or

IBB308 Contemporary Business in Europe

Year 4 Semester 1

IBB300 International Business Strategy

IBB304 Global Industry Analysis

Year 4 Semester 2

IBB213 International Marketing

IBB303 International Logistics

Important Note for Business Students

For IBB217 and IBB208 units please contact the School of AMPR regarding alternative units.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major for Students with Maths B and C - For

Students who commenced in 2007 & 2008

Year 1 Semester 1

BSB119 International and Electronic Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management, People and Organisations

Year 2 Semester 1

BSB114 Government, Business and Society
AMB200 Consumer Behaviour

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research
AMB241 E-Marketing Strategies

Year 4 Semester 1

AMB340 Services Marketing
Any Marketing unit

Year 4 Semester 2

AMB341 Strategic Marketing
AMB352 Marketing Decision Making
or
IBB213 International Marketing

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Accountancy Major for Students with Maths B - For Students who commenced in 2007 & 2008

Year 1 Semester 1

BSB110 Accounting
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB126 Marketing
or
BSB119 International and Electronic Business

Year 2 Semester 1

BSB111 Business Law and Ethics

BSB113 Economics

Year 2 Semester 2

AYB121 Financial Accounting
AYB223 Law of Business Associations
BSB114 Government, Business and Society

Year 3 Semester 1

AYB225 Management Accounting
AYB220 Company Accounting

Year 3 Semester 2

AYB221 Computerised Accounting Systems
AYB325 Taxation Law

Year 4 Semester 1

AYB301 Auditing
AYB311 Financial Accounting Issues
or
AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB339 Accountancy Capstone
EFB210 Finance 1

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking & Finance Major for Students with Maths B - For Students who commenced in 2007 & 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

EFB102 Economics 2
BSB119 International and Electronic Business
BSB126 Marketing

Year 3 Semester 1

EFB210 Finance 1
EFB201 Financial Markets

Year 3 Semester 2

EFB307 Finance 2

EFB312 International Finance

Year 4 Semester 1

EFB200 Applied Regression Analysis
EFB318 Portfolio and Security Analysis

Year 4 Semester 2

Any Finance Unit
Any Finance Unit

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics Major for Students with Maths B - For Students who commenced in 2007 & 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society

Year 2 Semester 1

BSB110 Accounting
EFB102 Economics 2

Year 2 Semester 2

BSB119 International and Electronic Business
EFB210 Finance 1
BSB126 Marketing

Year 3 Semester 1

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

Year 3 Semester 2

Any Economics Unit
EFB328 Public Economics and Finance

Year 4 Semester 1

BSB111 Business Law and Ethics
EFB200 Applied Regression Analysis

Year 4 Semester 2

EFB329 Contemporary Applications of Economics Theory
EFB314 International Trade and Economic Competitiveness

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business Major for Students with Maths B

- For Students who commenced in 2007 & 2008

Year 1 Semester 1

BSB119 International and Electronic Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

Year 2 Semester 1

BSB114 Government, Business and Society
IBB202 Fundamentals of International Finance

Year 2 Semester 2

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

Year 3 Semester 1

IBB205 Cross-Cultural Communication and Negotiation
IBB217 Asian Business Development
or
IBB208 European Business Development

Year 3 Semester 2

IBB210 Export Management
IBB317 Contemporary Business in Asia
or
IBB308 Contemporary Business in Europe

Year 4 Semester 1

IBB300 International Business Strategy
IBB304 Global Industry Analysis

Year 4 Semester 2

IBB213 International Marketing
IBB303 International Logistics

Important Note for Business Students

For IBB217 and IBB208 units please contact the School of AMPR regarding alternative units.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major for Students with Maths B - For Students who commenced in 2007 & 2008

Year 1 Semester 1

BSB119 International and Electronic Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting

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Year 2 Semester 1

BSB114	Government, Business and Society
AMB200	Consumer Behaviour

Year 2 Semester 2

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

Year 3 Semester 1

AMB202	Integrated Marketing Communication
AMB240	Marketing Planning and Management

Year 3 Semester 2

AMB201	Marketing and Audience Research
AMB335	E-marketing Strategies

Year 4 Semester 1

AMB340	Services Marketing
	Any Marketing Unit

Year 4 Semester 2

AMB341	Strategic Marketing
AMB352	Marketing Decision Making
	or
IBB213	International Marketing

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management
BSB119	now retitled BSB119 Global Business
BSB122	is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121	is now AYB200 Financial Accounting AYB121
AYB220	is now AYB340 Company Accounting AYB220
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
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EFB102	now retitled EFB223 Economics 2
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Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300	is now AMB369 International Business Strategy
IBB308	is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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Marketing Core units

AMB241	is now AMB335 E-Marketing Strategies
AMB341	is now AMB359 Strategic Marketing

Public Relations Core units

AMB260	is replaced by AMB263 Introduction to Public
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Relations	
AMB360	is replaced by AMB373 Corporate Communication
AMB361	is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223	replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is replaced by AYB205 Law of Business Entities
AYB312	is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230	now retitled AMB230 Digital Promotions
AMB330	now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics
EFB318	is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB325	is replaced by EFB336 International Economics
EFB318	is replaced by EFB335 Investments
EFB324	is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318	is replaced by EFB335 Investments
AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315	is now MGB370 Personal and Professional Development
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
IBB303	is now AMB303 International Logistics
AMB230	now retitled AMB230 Digital Promotions
IBB312	is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB218	is now MGB324 Managing Business Growth
MGB315	is now MGB370 Personal & Professional Development
IBB210	is replaced by AMB210 Import and Exporting
IBB303	is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251	now retitled AMB251 Innovation and Brand Management
AMB260	is replaced by AMB263 Introduction to Public Relations
AMB351	is now AMB209 Tourism Marketing
AMB352	is replaced by AMB252 Business Decision Making
AMB354	is now AMB208 Events Marketing
IBB213	is now AMB336 International Marketing
IBB303	is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370	is replaced by AMB374 Global Public Relations Cases
AMB371	is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is now AYB205 Company Law & Practice
AYB312	is now AYB232 Financial Institutions Law
BSB213	is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by AYB341 Forensic and Business Intelligence

ITB233	is now INB312 Enterprise Systems Applications
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102	is replaced by EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB329	is now 338 Contemporary Applications of Economics
EFB314	is replaced by EB336 International Economics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB230	now retitled AMB230 Digital Promotions
AMB354	is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business Intelligence
IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
AMB250	is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
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Potential Careers:

Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Computer Game Programmer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Investment Manager, Market Research Manager, Mathematician, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.

**Bachelor of Arts/Bachelor of Business
(for continuing students only) (IX38)**

Year offered: 2010

Admissions: No

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP rate 2010 available July 2009

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: Course no longer available for admission

International Entry: Course no longer available for admission

QTAC code: Course no longer available for admission

Past rank cut-off: 76

Past OP cut-off: 12

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Course coordinator: Contact Ms Eve Teague (Arts); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations) Arts - contact Eve Teague - e.teague@qut.edu.au

Campus: Gardens Point and Kelvin Grove

EXAMPLE OF FULL TIME COURSE STRUCTURE

YEAR 1 SEMESTER 1

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
BA	Major Unit
SWB106	Applied Skills and Scholarship

YEAR 1 SEMESTER 2

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
BA	Major Unit
BA	Discipline Unit or Elective Unit

YEAR 2 SEMESTER 1

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
BA	Major unit
BA	Discipline Unit or Elective Unit

YEAR 2 SEMESTER 2

BBUS	Business Faculty Core Unit
BBUS	Business Faculty Core Unit
BA	Major Unit

BA	Minor Unit
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YEAR 3 SEMESTER 1

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
BA	Major Unit
BA	Discipline Unit or Minor Unit or Elective Unit

YEAR 3 SEMESTER 2

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
BA	Minor Unit
BA	Discipline Unit or Minor Unit or Elective Unit

YEAR 4 SEMESTER 1

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
BA	Major Unit
BA	Discipline Unit or Minor Unit or Elective Unit

YEAR 4 SEMESTER 2

BBUS	Business Faculty Major Unit
BBUS	Business Faculty Major Unit
BA	Major unit
BA	Discipline Unit or Elective unit

**Major - International and Global Studies
Multidisciplinary Major**

International and Global Studies

Seven (7) units are required for an International and Global Studies (IGS) Major. These can include units completed in the IGS Major up to 2009 as well as any completed from the following list.

BSB119	Global Business
CLB049	The Global Teacher
CLB104	Colonialism and Independence in Asia-Pacific
CLB105	Australia and the South Pacific
CLB106	Modern China
CLB108	Nations and Nationalism in Modern Europe
CLB109	World Regions
CLB112	South East Asia in Focus
MDB454	Science, Technology and Society
SCB110	Science Concepts and Global Systems

Students may select one language unit as an elective in the International Studies Strang. Students may also undertake a Combined Major in Languages/International and Global Studies, comprising: 3 elective units, and 4 units in one chosen language. (Indonesian, Japanese, French, Mandarin, German).

Major - Ethics and Human Rights Multidisciplinary Major

Ethics and Human Rights

Seven (7) units are required for an Ethics and Human Rights Major. These can include units completed in the Ethics and Human Rights Major up to 2009 as well as any completed from the following list.

JSB171	Justice and Society
JSB175	Social Ethics and the Justice System
LWS101	Ethics Law and Health Care
NSB113	Diversity and Health: Introduction to Indigenous and Multicultural Perspectives
PUB486	Ethics and the Law in Health Service Delivery
SWB105	Introduction to Human Rights and Ethics
SWB219	Ethical and Legal Dimensions of Human Services and Social Work

Major - Society and Change Multidisciplinary Major

Society and Change

Seven (7) units are required for a Society and Change Major. These can include units completed in the Society and Change Major up to 2009 as well as any completed from the following list.

CLB107	The Classical World
CLB110	Environment and Society
CLB111	Environmental Hazards
JSB171	Justice and Society
KMB003	Sex Drugs Rock 'n' roll
MDB454	Science, Technology and Society
PUB209	Health, Culture and Society
PYB067	Human Sexuality
SCB110	Science Concepts and Global Systems
SWB102	The Human Condition
SWB104	Interpersonal Communication
SWB212	Community Work
SWB214	Team Practice and Group Processes
SWB222	Advanced Communication for Human Services and Social Work
SWB223	People, Society and Social Work
SWB302	Social Policy Processes

Major - Community Studies Multidisciplinary Major

Community Studies

Seven (7) units are required for a Community Studies Major. These can include units completed in the Community Studies Major up to 2009 as well as any completed from the following list.

EDB040	Indigenous Knowledge: Research Ethics and Protocols
EDB041	Indigenous Australia: Country, Kin and Culture
SWB100	Introduction to Human Services and Social Work

SWB102	The Human Condition
SWB103	Contemporary Social and Community Issues
SWB104	Interpersonal Communication
SWB204	Child and Family Services: Introduction
SWB206	Disability Services: Introduction
SWB207	Services to Young People: Introduction
SWB212	Community Work
SWB214	Team Practice and Group Processes
SWB216	The Human Dimensions of Space
SWB219	Ethical and Legal Dimensions of Human Services and Social Work
SWB220	Practice Theories
SWB221	Social Work Processes and Methods
SWB222	Advanced Communication for Human Services and Social Work
SWB302	Social Policy Processes
SWB304	Child and Family Services: Advanced
SWB305	Community and Youth Corrections
SWB306	Disability Services: Advanced
SWB307	Services to Young People: Advanced
SWB308	Child Protection Intervention Skills

Major - Australian Studies Multidisciplinary Major

Australian Studies

Seven (7) units are required for an Australian Studies Major. These can include units completed in the Australian Studies Major up to 2009 as well as any completed from the following list.

CLB101	Australian Society and Culture
CLB102	Australian Historical Studies
CLB105	Australia and the South Pacific
CLB113	Australian Geographical Studies
EDB038	Indigenous Australian Culture Studies
EDB039	Indigenous Politics and Political Culture
EDB041	Indigenous Australia: Country, Kin and Culture

Discipline Major - Geography and Environmental Studies

Geography and Environmental Studies

Six (6) units are required for a Geography and Environmental Studies Discipline Major. These can include units completed in the Geography and Environmental Studies Discipline Major up to 2009 as well as any completed from the following list.

CLB109	World Regions
CLB110	Environment and Society
CLB111	Environmental Hazards
CLB112	South East Asia in Focus
CLB113	Australian Geographical Studies
CLB114	Geography in the Field

FACULTY OF BUSINESS

SCB110	Science Concepts and Global Systems
UDB164	Population and Urban Studies
UDB281	Geographic Information Systems
UDB282	Remote Sensing

Discipline Major. These can include units completed in the French Discipline Major up to 2009 as well as those from the following list:

Discipline Major - History

History

Six (6) units are required for a History Discipline Major. These can include units completed in the History Discipline Major up to 2009 as well as any completed from the following list.

CLB101	Australian Society and Culture
CLB102	Australian Historical Studies
CLB103	Interpreting the Past
CLB104	Colonialism and Independence in Asia-Pacific
CLB105	Australia and the South Pacific
CLB106	Modern China
CLB107	The Classical World
CLB108	Nations and Nationalism in Modern Europe

Discipline Major - Languages

LANGUAGES

Apart from Mandarin, and the Overseas Units, all Languages are now offered via cross institutional study from the Uni of Qld. For information on Language options contact QUT's Faculty of Business

Mandarin

Six sequenced units are required for a Mandarin Discipline Major. These can include units completed in the Mandarin Discipline Major up to 2009 as well as those from the following list:

AMB030	Mandarin for Chinese
AMB031	Mandarin 1
AMB032	Mandarin 2
AMB033	Mandarin 3
AMB034	Mandarin 4
AMB035	Mandarin 5
AMB036	Mandarin 6
AMB037	Mandarin 7
AMB038	Mandarin 8

Overseas Units - All Languages

AMB041	International Intensive Program
AMB042	International Summer School or Equivalent
AMB043	In-Country Study - A
AMB044	In-Country Study - B

French

The following units are taught at UQ. Six sequenced units are required for a French

FREN101	French 1/Introductory French A
0	
FREN102	French 2/Introductory French B
0	
FREN201	French 3/Intermediate French A *
0	
	OR
FREN311	French Langage A *
2	
FREN202	French 4/Intermediate French B
0	
	OR
FREN202	French Langage A
0	
FREN311	null
3	
FREN311	French 5/French Langage C
4	
FREN311	French 6/French Language D
5	
FREN311	French 7/Advanced French Language **
6	

OR

FREN333	French for Business
0	

OR

FREN336	Le Cinema en Francais
0	

FREN312	French 8/Advanced Oral French
0	

OR

FREN321	Litterature et modernite
0	

OR

FREN331	Introduction to French > English Translation
0	

OR

FREN335	Litterature contemporaine
0	

* FREN2010 is third semester French for students who have done HHB061 and HHB062 (semester 1 and 2 of beginner French). FREN3112 is first semester French for students who have successfully completed Year 12 French in the last three years.

** Students who have already completed HHB066 French 6 at QUT should not enrol in FREN3116.

German

The following units are taught at UQ. Six sequenced units are required for a German Discipline Major. These can include units completed in the German Discipline Major up to 2009 as well as those from the following list:

GRMN101	German 1/Introductory German Language 1
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0

GRMN102	German 2/Introductory German Language 2
0	
GRMN201	German 3/Continuing German Language 1
0	
GRMN202	German 4/Continuing German Language 2
0	
GRMN301	German 5/Advanced German Language 1
0	
GRMN302	German 6/Advanced German Language 2
0	
GRMN311	German 7/Advanced German Language 3
0	
GRMN312	German 8/Advanced German Language 4
0	

Japanese

The following units are taught at UQ. Six sequenced units are required for a Japanese Discipline Major. These can include units completed in the Japanese Discipline Major up to 2009 as well as those from the following list:

JAPN1011	Japanese 1/Introductory Japanese 1
JAPN2011	Japanese 2/Introductory Japanese 2
JAPN2101	Japanese 3/Intermediate Japanese 1
JAPN3001	Japanese 4/Intermediate Japanese 2
JAPN3101	Japanese 5/Continuing Japanese 3
JAPN3102	Japanese 6/Continuing Japanese 4
JAPN3200	Japanese 7/Multimedia Japanese
	OR
JAPN3240	Modern Literary Texts
	OR
JAPN3210	Polite Japanese Written & Spoken Styles
JAPN3500	Japanese 8/Language and Society in Japan

Indonesian

The following units are taught at UQ. Six sequenced units are required for a Indonesian Discipline Major. These can include units completed in the Indonesian Discipline Major up to 2009 as well as those from the following list:

INDN1000	Indonesian 1/Introductory Indonesian A
INDN1001	Indonesian 2/Introductory Indonesian B
INDN2000	Indonesian 3/Intermediate Indonesian A
INDN2001	Indonesian 4/Intermediate Indonesian B
INDN3000	Indonesian 5/Advanced Indonesian A
INDN3001	Indonesian 6/Advanced Indonesian B
INDN3003	Indonesian 7/Indonesian Through the Media
INDN3005	Indonesian 8/Indonesian Translation B

Discipline Major - Social Science

Sociology

Six (6) units are required for a Social Science Discipline Major which comprises Sociology

and Political Studies units. These can include units completed in the Social Science Discipline Major up to 2009 as well as any completed from the following list.

CLB403	Gender And Sexuality Issues For Teachers
JSB272	Theories of Crime
JSB372	Youth Justice
JSB378	Drugs and Crime
JSB971	Gender Crime and the Criminal Justice System
KMB003	Sex Drugs Rock 'n' roll
MDB454	Science, Technology and Society
PYB067	Human Sexuality
PUB209	Health, Culture and Society
SWB216	The Human Dimensions of Space

Accountancy Major

Year 1 Semester 1

BSB110	Accounting
BSB115	Management

Year 1 Semester 2

BSB123	Data Analysis
BSB124	Working in Business

Year 2 Semester 1

BSB111	Business Law and Ethics
BSB113	Economics

Year 2 Semester 2

AYB200	Financial Accounting
AYB230	Corporations Law

Year 3 Semester 1

AYB225	Management Accounting
AYB340	Company Accounting

Year 3 Semester 2

AYB219	Taxation Law
AYB221	Computerised Accounting Systems

Year 4 Semester 1

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues
	OR
AYB321	Strategic Management Accounting

Year 4 Semester 2

EFB222	Quantitative Methods For Economics and Finance
EFB210	Finance 1

Important Note:

Note: Please refer to "Course Updates - List of

re-coded and replacement Business units" to check for course structure changes.

Advertising Major

Year 1 Semester 1

BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3 Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
AMB202 Integrated Marketing Communication

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance
EFB210 Finance 1

Year 3 Semester 2

EFB223 Economics 2
EFB307 Finance 2

Year 4 Semester 1

EFB333 Introductory Econometrics
EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
EFB201 Financial Markets

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
HRM Option Unit

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
HRM Option Unit

HRM Option Unit List

Plus two units from the following list:

MGB201 Contemporary Employment Relations
MGB210 Managing Operations
MGB310 Sustainability in A Changing Environment
MGB309 Strategic Management
MGB314 Organisational Consulting and Change
MGB370 Personal and Professional Development
MGB335 Project Management

Note: HRM students must choose two units from the above list (one must be a Level 3 unit).

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business Major

Year 1 Semester 1

BSB126 Marketing
BSB119 Global Business

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

EFB240 Finance for International Business
IBB217 Asian Business Development
OR
IBB208 European Business Development

Year 3 Semester 2

AMB210 Importing and Exporting
MGB340 International Business in the Asia-pacific

Year 4 Semester 1

AMB336 International Marketing
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 2

AMB303 International Logistics
AMB369 International Business Strategy

Important Information:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
MGB200 Leading Organisations

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

BSB119 Global Business
MGB310 Sustainability in A Changing Environment

Year 4 Semester 1

MGB309 Strategic Management
Management Option Unit

Year 4 Semester 2

MGB335 Project Management
Management Option Unit

Management Option Unit List

Plus two units from the following list:

MGB201 Contemporary Employment Relations
MGB218 Managing Business Growth
MGB314 Organisational Consulting and Change
MGB315 Personal and Professional Development
IBB205 Intercultural Communication and Negotiation Skills

Management Students must choose two units from the above list (one must be a Level 3 unit)

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major

Year 1 Semester 1

BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research
AMB335 E-marketing Strategies

Year 4 Semester 1

AMB340 Services Marketing
AMB202 Integrated Marketing Communication

Year 4 Semester 2

AMB359 Strategic Marketing
AMB252 Business Decision Making
OR
AMB336 International Marketing

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114 is replaced by BSB124 Working in Business
BSB115 now retitled BSB115 Management
BSB119 now retitled BSB119 Global Business
BSB122 is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121 is now AYB200 Financial Accounting
AYB220 is now AYB340 Company Accounting
AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221 is now AMB318 Advertising Copywriting
AMB222 is now AMB319 Media Planning
AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102 now retitled EFB223 Economics 2

Economics Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102 now retitled EFB223 Economics 2
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB314 is replaced by EFB336 International Economics
EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212 is replaced by AYB114 Business Technologies
BSB213 is replaced by AYB115 Governance Issues and Fraud
BSB314 is replaced by Forensic and Business Intelligence
ITB233 is now INB312 Enterprise Systems Application
ITB823 is now INB830 Web Sites for E-Commerce
ITB239 is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220 now retitled MGB220 Business Research Methods
MGB221 is now MGB339 Performance and Reward

International Business Core units

IBB202 is replaced by EFB240 Finance for International Business
IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210 is now replaced by AMB210 Importing and Exporting
IBB213 is now AMB336 International Marketing
IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300 is now AMB369 International Business

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Strategy
 IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

Marketing Core units

AMB241 is now AMB335 E-Marketing Strategies

AMB341 is now AMB359 Strategic Marketing

Public Relations Core units

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB360 is replaced by AMB373 Corporate Communication

AMB361 is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223 replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

AYB305 is replaced by AYB205 Law of Business Entities

AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223 is replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230 now retitled AMB230 Digital Promotions

AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200 is replaced by EFB333 Introductory Econometrics

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB325 is replaced by EFB336 International Economics

EFB318 is replaced by EFB335 Investments

EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics

Students)

EFB200 is replaced by EFB333 Introductory Econometrics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318 is replaced by EFB335 Investments

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315 is now MGB370 Personal and Professional Development

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

IBB303 is now AMB303 International Logistics

AMB230 now retitled AMB230 Digital Promotions

IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

MGB218 is now MGB324 Managing Business Growth

MGB315 is now MGB370 Personal & Professional Development

IBB210 is replaced by AMB210 Import and Exporting

IBB303 is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251 now retitled AMB251 Innovation and Brand Management

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB351 is now AMB209 Tourism Marketing

AMB352 is replaced by AMB252 Business Decision Making

AMB354 is now AMB208 Events Marketing

IBB213 is now AMB336 International Marketing

IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370 is replaced by AMB374 Global Public Relations Cases

AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is now AYB205 Company Law & Practice
AYB312	is now AYB232 Financial Institutions Law
BSB213	is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by AYB341 Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Applications
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102	is replaced by EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB329	is now 338 Contemporary Applications of Economics
EFB314	is replaced by EB336 International Economics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB230	now retitled AMB230 Digital Promotions
AMB354	is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business Intelligence
IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
AMB250	is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
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Potential Careers:

Academic, Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Arts Administrator, Business Analyst, Community Education Officer, Community Worker, Diplomat, Economist, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Higher Education Worker, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Information Officer, International Business Specialist, Investment Manager, Journalist, Manager, Manufacturer, Marketing Officer/Manager, Organisational Communication Specialist, Policy Officer, Property Economist, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Risk Manager, Social Scientist, Sociologist, Stockbroker, Translator.

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

Year offered: 2010

Admissions: No

CRICOS code: 059594D

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,750 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409322

Past rank cut-off: 77

Past OP cut-off: 12

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for accountancy, finance, economics, and marketing majors, Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Course coordinator: Dr Erica French (Business) Dr Ian Renshaw (Human Movement Studies)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoo Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Overview

This course has been replaced by IX17 Bachelor of Exercise and Movement Science/ Bachelor of Business from first semester 2010, therefore, there will be no further intake for this course.

Continuing students will complete their course requirements in IX47 Bachelor of Applied Science (in Human Movement Studies)/Bachelor of Business.

This double degree combines training for careers in a range of exercise and sports science settings with the strength of general business theory and skills.

Why choose this course?

This double degree will prepare you for a career in the exercise, health, rehabilitation and sports science industries, where you will work with people from a variety of professions.

This course will provide you with the necessary theoretical background and practical skills obtained from a variety of practicum placements. Practicum locations can include rehabilitation and hospital clinics, family and community services, corporate health and fitness, local and state government agencies, universities and colleges, institutes of sport, and the health and fitness industry.

Career Options

The Bachelor of Applied Science (in Human Movement Studies) course provides skills for careers in a range of exercise and sports science settings such as corporate health and fitness, family and community services, the health and fitness industry, local and state government agencies, state sporting associations, rehabilitation clinics, institutes of sport, universities and colleges and personal training.

Your business degree will give you a broad base of commercial knowledge making you more attractive to employers, even if you wish to work predominantly in the health science area. You also have the opportunity to major in a specific business area. For more information on careers in business, please refer to the Faculty of Business prospectus or visit studyfinder.qut.com.

Professional Recognition

Graduates of the Bachelor of Applied Science (in Human Movement Studies) degree are eligible for membership of the Australian Association for Exercise and Sports Science (AAESS).

Business component: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. Click on the link for [more information](http://www.bus.qut.edu.au/study/currentstude/profrecognition.jsp)

Course Design

Students are required to complete 408 credit points comprised of 216 credit points from the Bachelor of Applied Science (in Human Movement Studies) program and 192 credit points from the Bachelor of Business program.

Business component:

8 Faculty Core units (96 credit points)

8 Major Core units (all Business majors including Accountancy, Advertising, Banking & Finance (continuing students only), Economics, Finance, Human Resource Management, International Business, Management, Marketing and Public Relations) (96 credit points)

Please note that students must complete the special course requirements for (BS56/BS05) Bachelor of Business and (HM42) Bachelor of Applied Science degrees.

Recommended Study

Any of: Maths B or C, Chemistry, Physics, Biological Science, Health Education, Physical Education, or Health and Physical Education.

Other Course Requirements

There are additional costs associated with this course including the purchase of the practicum shirt (approximately \$50), the attainment of a current first aid certificate prior to commencement of year three and a Blue Card to work with children depending upon the practicum site. Attendance at the orientation camp is highly recommended though not compulsory (approximately \$115).

Deferment

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

Find out more on deferment.

Further Information

For more information about this course, please contact the School of Human Movement Studies on +617 3138 4810 or email enquirieshms@qut.com

Full Time Course structure

Year 1 Semester 1

- Business Faculty Core Unit
- Business Faculty Core Unit
- HMB171 Fitness Health and Wellness
- LSB131 Anatomy

Year 1 Semester 2

- Business Faculty Core Unit
- Business Faculty Core Unit
- LSB231 Physiology
- HMB272 Biomechanics

Year 2 Semester 1

- Business Faculty Core Unit
- Business Faculty Core Unit
- HMB271 Foundations of Motor Control, Learning and Development
- HMB274 Functional Anatomy
- PYB012 Psychology

Year 2 Semester 2

- Business Faculty Core Unit
- Business Faculty Core Unit
- HMB273 Exercise Physiology 1
- HMB275 Exercise and Sport Psychology
- HMB276 Research in Human Movement

Year 3 Semester 1

- Business Faculty Major Unit
- Business Faculty Major Unit
- HMB379 Disorders of Human Movement
- HMB313 Socio-Cultural Foundations of Physical Activity

Year 3 Semester 2

- Business Faculty Major Unit
- Business Faculty Major Unit

- HMB282 Resistance Training
- HMB172 Nutrition and Physical Activity

Year 4 Semester 1

- Business Faculty Major Unit
- Business Faculty Major Unit
- HMB382 Principles of Exercise Prescription
- HMS Elective Unit

Year 4 Semester 2

- Business Faculty Major Unit
- Business Faculty Major Unit
- HMB470 Practicum 1
- HMS Elective Unit

HMS Elective List

SEMESTER 1

- HMB362 Biomechanics 2
- HMB381 Exercise Physiology 2

SEMESTER 2

- HMB361 Functional Anatomy 2
- HMB371 Motor Control And Learning 2
- HMB384 Injury Prevention and Rehabilitation
- HMB480 Advanced Exercise Prescription

Accountancy Major

Year 1 Semester 1

- BSB110 Accounting
- BSB115 Management

Year 1 Semester 2

- BSB123 Data Analysis
- BSB126 Marketing

Year 2 Semester 1

- BSB111 Business Law and Ethics
- BSB113 Economics

Year 2 Semester 2

- AYB200 Financial Accounting
- AYB225 Management Accounting

Year 3 Semester 1

- EFB210 Finance 1
- AYB221 Computerised Accounting Systems

Year 3 Semester 2

- AYB219 Taxation Law
- AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
 AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
 AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB126 Marketing
 BSB113 Economics

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB124 Working in Business
 BSB119 Global Business

Year 2 Semester 2

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice

Year 3 Semester 1

AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting
 AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
 AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
 BSB123 Data Analysis

Economics Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB123 Data Analysis

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Business Faculty Core Units
 Choice units or remaining Business Faculty Core Units

Year 4 Semester 1

Choice units or remaining Business Faculty Core Units
 Choice units or remaining Business Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
 Choice units or remaining Business Faculty Core Units

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
 EFB333 Introductory Econometrics
 EFB334 Environmental Economics and Policy
 EFB336 International Economics
 EFB337 Game Theory and Applications

Important Note:

Note: The remaining Business Faculty Core Units are BSB119 and BSB126 which must be completed.

Finance Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
 BSB119 Global Business

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance
 EFB210 Finance 1

Year 3 Semester 2

EFB201 Financial Markets
 EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2
 EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
 EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
 BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
 MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
 MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations
 MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
 MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB126 Marketing
 BSB119 Global Business

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
 BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
 BSB113 Economics

Year 3 Semester 1

MGB225 Intercultural Communication and Negotiation Skills
 AYB227 International Accounting

Year 3 Semester 2

AMB210 Importing and Exporting
 EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
 AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-pacific
 AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
 BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
BSB115 Management

Year 2 Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns
BSB123 Data Analysis

Accountancy Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB110 Accounting
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB122 Quantitative Analysis and Finance
BSB114 Government, Business and Society

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB121 Financial Accounting
AYB223 Law of Business Associations

Year 3 Semester 1

AYB225 Management Accounting
AYB220 Company Accounting

Year 3 Semester 2

AYB221 Computerised Accounting Systems
AYB325 Taxation Law

Year 4 Semester 1

AYB301 Auditing

AYB311 Financial Accounting Issues
or
AYB321 Strategic Management Accounting

Year 4 Semester 2

EFB101 Data Analysis for Business
EFB210 Finance 1

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB122 Quantitative Analysis and Finance
BSB119 International and Electronic Business

Year 3 Semester 1

EFB101 Data Analysis for Business
EFB210 Finance 1

Year 3 Semester 2

EFB102 Economics 2
EFB307 Finance 2

Year 4 Semester 1

EFB200 Applied Regression Analysis
EFB318 Portfolio and Security Analysis

Year 4 Semester 2

EFB312 International Finance
EFB201 Financial Markets

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Economics Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
EFB102 Economics 2

Year 2 Semester 2

BSB122 Quantitative Analysis and Finance
BSB119 International and Electronic Business

Year 3 Semester 1

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

Year 3 Semester 2

EFB101 Data Analysis for Business
EFB328 Public Economics and Finance - Replaced with any Economics unit

Year 4 Semester 1

BSB111 Business Law and Ethics
EFB200 Applied Regression Analysis

Year 4 Semester 2

EFB329 Contemporary Applications of Economics Theory
EFB314 International Trade and Economic Competitiveness

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Human Resource Management Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

FACULTY OF BUSINESS

BSB122 Quantitative Analysis and Finance
BSB119 International and Electronic Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Management Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
HRM Option Unit

Year 4 Semester 1

MGB221 Performance and Reward
MGB331 Training and Development

Year 4 Semester 2

MGB320 Recruitment and Selection
HRM Option Unit

HRM Option Unit List:

HRM students must choose two from the above list (one must be a Level 3 unit).

MGB201 The Legal Context of Employment Relations
MGB210 Production and Service Management
MGB212 Sustainability in a Changing Environment
MGB309 Strategic Management
MGB314 Organisational Consulting and Change
MGB315 Personal and Professional Development
MGB335 Project Management

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB119 International and Electronic Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management, People and Organisations

Year 2 Semester 1

BSB114 Government, Business and Society
BSB122 Quantitative Analysis and Finance

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

IBB202 Fundamentals of International Finance
IBB217 Asian Business Development
or
IBB208 European Business Development

Year 3 Semester 2

IBB210 Export Management
IBB317 Contemporary Business in Asia
or
IBB308 Contemporary Business in Europe

Year 4 Semester 1

IBB213 International Marketing
IBB205 Cross-Cultural Communication and Negotiation

Year 4 Semester 2

IBB300 International Business Strategy
IBB303 International Logistics

Important Note

Note: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative unit.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Management Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management, People and Organisations

Year 1 Semester 2

BSB114 Government, Business and Society
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB122 Quantitative Analysis and Finance
MGB200 Leading Organisations

Year 3 Semester 1

MGB210 Production and Service Management
MGB223 Creating New Enterprises

Year 3 Semester 2

BSB119 International and Electronic Business
MGB212 Sustainability in a Changing Environment

Year 4 Semester 1

MGB309 Strategic Management
Management Option Unit

or

IBB213 International Marketing

Year 4 Semester 2

MGB335 Project Management
Management Option Unit

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Management Option Unit List:

Management students must choose two from the above list (one must be a Level 3 unit).

MGB201 The Legal Context of Employment Relations
MGB218 Venture Skills
MGB314 Organisational Consulting and Change
MGB315 Personal and Professional Development
IBB205 Cross-Cultural Communication and Negotiation

Public Relations Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB122 Quantitative Analysis and Finance
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management, People and Organisations

Year 2 Semester 1

BSB114 Government, Business and Society
BSB119 International and Electronic Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB201 Marketing and Audience Research
AMB260 Public Relations Theory and Practice

Year 3 Semester 2

AMB261 Media Relations and Publicity
AMB262 Public Relations Writing

Year 4 Semester 1

AMB360 Corporate Communication Management
AMB370 Public Relations Cases

Year 4 Semester 2

AMB361 Public Relations Campaigns
AMB371 Corporate Communication Strategies

Important Note for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Health Unit prerequisites/corequisites

For information on prereqs & coreqs visit:
www.hlth.qut.edu.au/study/forcurrentstudents/

Course Updates - List of re-coded and replacement Business units

Faculty Core units

Marketing Major - Students who commenced in 2007 and 2008

Year 1 Semester 1

BSB122 Quantitative Analysis and Finance
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management, People and Organisations

Year 2 Semester 1

BSB114 Government, Business and Society
BSB119 International and Electronic Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research
AMB241 E-Marketing Strategies

Year 4 Semester 1

AMB340 Services Marketing
AMB202 Integrated Marketing Communication

Year 4 Semester 2

AMB341 Strategic Marketing
AMB352 Marketing Decision Making

FACULTY OF BUSINESS

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management
BSB119	now retitled BSB119 Global Business
BSB122	is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121	is now AYB200 Financial Accounting AYB121
AYB220	is now AYB340 Company Accounting AYB220
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210	is now replaced by AMB210 Importing and Exporting

IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300	is now AMB369 International Business Strategy
IBB308	is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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Marketing Core units

AMB241	is now AMB335 E-Marketing Strategies
AMB341	is now AMB359 Strategic Marketing

Public Relations Core units

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB360	is replaced by AMB373 Corporate Communication
AMB361	is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223	replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is replaced by AYB205 Law of Business Entities
AYB312	is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230	now retitled AMB230 Digital Promotions
AMB330	now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics
EFB318	is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200	is replaced by EFB333 Introductory Econometrics
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB325	is replaced by EFB336 International Economics

FACULTY OF BUSINESS

EFB318 is replaced by EFB335 Investments
 EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200 is replaced by EFB333 Introductory Econometrics
 EFB324 is replaced by EFB201 Financial Markets
 EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318 is replaced by EFB335 Investments
 AYB312 is now AYB232 Financial Institutions Law
 EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315 is now MGB370 Personal and Professional Development
 IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
 MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
 IBB303 is now AMB303 International Logistics
 AMB230 now retitled AMB230 Digital Promotions
 IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills
 MGB218 is now MGB324 Managing Business Growth
 MGB315 is now MGB370 Personal & Professional Development
 IBB210 is replaced by AMB210 Importing and Exporting
 IBB303 is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251 now retitled AMB251 Innovation and Brand Management
 AMB260 is replaced by AMB263 Introduction to Public Relations
 AMB351 is now AMB209 Tourism Marketing
 AMB352 is replaced by AMB252 Business Decision Making
 AMB354 is now AMB208 Events Marketing
 IBB213 is now AMB336 International Marketing
 IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370 is replaced by AMB374 Global Public Relations Cases
 AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223 is replaced by AYB230 Corporations Law
 AYB325 is now AYB219 Taxation Law
 AYB305 is now AYB205 Company Law & Practice
 AYB312 is now AYB232 Financial Institutions Law
 BSB213 is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212 is replaced by AYB114 Business Technologies
 BSB213 is replaced by AYB115 Governance Issues and Fraud
 BSB314 is replaced by AYB341 Forensic and Business Intelligence
 ITB233 is now INB312 Enterprise Systems Applications
 ITB823 is now INB830 Web Sites for E-Commerce
 ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2
 EFB202 is replaced by EFB330 Intermediate Macroeconomics
 EFB211 is replaced by EFB331 Intermediate Microeconomics
 EFB329 is now 338 Contemporary Applications of Economics
 EFB314 is replaced by EB336 International Economics
 EFB324 is replaced by EFB201 Financial Markets
 EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations
 AMB230 now retitled AMB230 Digital Promotions
 AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics
 BSB314 is replaced by AYB341 Forensic and Business Intelligence
 IBB210 is replaced by AMB210 Importing and Exporting
 EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion
 AMB250 is replaced by MGB225 Intercultural

Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

Account Executive, Administrator, Advertising Professional, Aged Services Worker, Banker, Banking and Finance Professional, Biomechanical Engineer, Business Analyst, Certified Practising Accountant, Community Education Officer, Community Health Officer, Community Worker, Disability Services Worker, Exchange Student, Exercise Physiologist, Facilities Manager, Family Services Officer, Fitness Assessor/Personal Trainer, Government Officer, Health Information Manager, Health Physicist, Health Services Manager, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Information Officer, International Business Specialist, Manager, Medical Equipment Sales, Occupational Health and Safety Officer, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Sports Scientist, Trainer, Youth Worker.

Bachelor of Behavioural Science (Psychology) / Bachelor of Business (IX51)

Year offered: 2010

Admissions: Yes

CRICOS code: 060816G

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,500 (indicative) per semester

Domestic Entry: February (no mid-year entry)

QTAC code: 409532

Past rank cut-off: 84

Past OP cut-off: 9

OP Guarantee: Yes

Assumed knowledge: EEnglish (4,SA) and for accountancy, finance, economics and marketing majors, Maths A, B or C (4,SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Dr Julie Hansen (Psychology); Dr Erica French (Business); Psychology enrolment queries to email: psyc.enquiries@qut.com or phone: 07 3138 4520

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Overview

A double degree in business and psychology will prepare you to understand both the business and psychological forces that impact on organisations, both nationally and internationally. You will graduate with a solid understanding of human behaviour and how to apply this to organisational settings. You will also gain research and business skills that you can apply across a range of organisational and industrial situations.

Why choose this course

The course provides a thorough grounding in the scientific bases of psychology, and deals with the research and statistical methods used in the discipline. You will complete core subjects in development, personality, social psychology, psychological disorders, learning, memory and perception. There is also the opportunity to explore subjects in contemporary areas such as counselling and family therapy, forensic psychology, addictive behaviours and traffic psychology.

The course offers you the flexibility to choose a business major in the discipline that most interests you, for example, **accountancy, advertising, economics, finance, human resource management, international business, management, marketing or public relations.**

Your studies in business are built around a core of values that focus on employability and incorporate professional, business, as well as industry links. During your studies, you will be encouraged to undertake real-world projects to help you develop your skills.

You will also develop an understanding of society and high-level communication and social research skills that are valuable in a wide range of professions. While studying, you are exposed to the range of job opportunities in external organisations and industry and will be encouraged to undertake real-world projects.

Career options

You can choose to work in various careers in industry and the corporate world such as human resources and management, banking and finance, as well as marketing and accounting. With further psychology training, you would be eligible to work as an organisational or industrial psychologist. Graduates may also work in areas such as management, counselling, training and development.

Course Design

Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Behavioral Science (Psychology) program and 192 credit points from the Bachelor of Business.

The course structure for the Bachelor of Behavioral Science component of the double degree comprises the main APAC-accredited psychology core programme of 12 units as well as 4 psychology electives. The psychology core allows the student to complete a 3-year APAC-accredited psychology sequence across 4 years of study. On completion of the double degree program, a student then has the option to apply for entry to a Bachelor of Behavioral Science (Honours Psychology) or the Postgraduate Diploma in Psychology, in order to gain provisional registration as a psychologist.

The Business major can be selected from all majors offered within the BS05 Bachelor of Business. The Bachelor of Business component consists of eight core units*; and an additional eight discipline specific units from within the chosen major, offered at Gardens Point. Students choosing the Management or Marketing majors may undertake units at the Caboolture campus.

*Please note that the Faculty Core Unit BSB123 Data Analysis is not required as the Psychology content covers similar topics. MGB223 Entrepreneurship and Innovation replaces this unit.

Students can apply for Bachelor of Business (Honours) once they have completed the double degree program. Please click on BS63 for more details.

Professional membership

The Bachelor of Behavioural Science (Psychology) component of the degree is accredited by the Australian Psychology Accreditation Council (APAC).

To pursue a career in a professional area of psychology, you must be registered with your State Registration Board. This currently involves completing a fourth year of study in psychology, e.g. Bachelor of Behavioural Science (Honours Psychology) or Postgraduate Diploma in Psychology, followed by either two years of supervised work experience or the completion of an appropriate higher degree such as Doctor of Psychology (Clinical), Master of Clinical Psychology or Master of Psychology (Educational and Developmental).

Business component: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. Click on the link for [more information](http://www.bus.qut.edu.au/study/currentstude/profrecognition.jsp)

Recommended Study

Maths A, B or C for other majors.

Deferment

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

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

Find out more on deferment.

Further Information

For more information about this course, please contact the School of Psychology and Counselling on +61 7 3138 4520 or email psyc.enquiries@qut.com OR the Faculty of Business +61 7 3138 2050 or email bus@qut.com

Course Structure - Overview

Year 1 Semester 1

PYB007	Interpersonal Processes and Skills
PYB100	Foundation Psychology Business Faculty Core Unit Business Faculty Core Unit

Year 1 Semester 2

PYB102	Introduction to Psychology 1B
PYB110	Psychological Research Methods Business Faculty Core Unit Business Faculty Core Unit

Year 2 Semester 1

PYB202	Social and Organisational Psychology
PYB210	Research Design and Data Analysis Business Faculty Core Unit

Business Faculty Core Unit

Year 2 Semester 2

PYB203	Developmental Psychology
PYB208	Counselling Theory and Practice 1 Business Faculty Core Unit Business Faculty Core Unit

Year 3 Semester 1

PYB309	Individual Differences and Assessment PYB elective (List A or B) Business Faculty Major Unit Business Faculty Major Unit
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Year 3 Semester 2

PYB204	Perception and Cognition PYB elective (List A or B) Business Faculty Major Unit Business Faculty Major Unit
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Year 4 Semester 1

PYB304	Physiological Psychology PYB elective (List B) Business Faculty Major Unit Business Faculty Major Unit
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Year 4 Semester 2

PYB306	Psychopathology
PYB350	Advanced Statistical Analysis or PYB elective (List B)* Business Faculty Major Unit Business Faculty Major Unit

Notes

* *PYB350 is compulsory for entry to fourth year programs in psychology for example Bachelor of Behavioural Science (Honours Psychology) and Postgraduate Diploma in Psychology.

List A and List B Psychology Electives

List A Psychology Electives

PYB054	Psychology and Gender
PYB067	Human Sexuality
PYB159	Alcohol & Other Drug Studies
PYB207	Psychology in the Community
PYB215	Forensic Psychology and the Law
PYB257	Group Work
PYB371	Introduction to Road Safety

List B Level 3 Psychology Electives

PYB302	Industrial and Organisational Psychology
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FACULTY OF BUSINESS

PYB307	Health Psychology
PYB350	Advanced Statistical Analysis
PYB356	Counselling Theory and Practice 2
PYB358	Advanced Developmental Psychology
PYB359	Introduction to Family Therapy
PYB360	Interventions for Addictive Behaviours
PYB372	Traffic Psychology and Behaviour
PYB374	Applying Traffic Psychology

Accountancy Major

Year 1 Semester 1

BSB110	Accounting
BSB115	Management

Year 1 Semester 2

BSB124	Working in Business
BSB126	Marketing

Year 2 Semester 1

BSB111	Business Law and Ethics
BSB113	Economics

Year 2 Semester 2

AYB200	Financial Accounting
AYB225	Management Accounting

Year 3 Semester 1

EFB210	Finance 1
AYB221	Computerised Accounting Systems

Year 3 Semester 2

AYB219	Taxation Law
AYB340	Company Accounting

Year 4 Semester 1

AYB230	Corporations Law
AYB321	Strategic Management Accounting

Year 4 Semester 2

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB126	Marketing
BSB113	Economics

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

BSB124	Working in Business
BSB119	Global Business

Year 2 Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year 3 Semester 1

BSB111	Business Law and Ethics
AMB201	Marketing and Audience Research

Year 3 Semester 2

AMB318	Advertising Copywriting
AMB319	Media Planning

Year 4 Semester 1

AMB320	Advertising Management
AMB330	Advertising Planning Portfolio

Year 4 Semester 2

AMB339	Advertising Campaigns
MGB223	Entrepreneurship and Innovation

Economics Major

Year 1 Semester 1

BSB113	Economics
BSB115	Management

Year 1 Semester 2

BSB110	Accounting
BSB124	Working in Business

Year 2 Semester 1

BSB111	Business Law and Ethics
MGB223	Entrepreneurship and Innovation

Year 2 Semester 2

BSB126	Marketing
EFB223	Economics 2

Year 3 Semester 1

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics

Year 3 Semester 2

BSB119	Global Business
	Choice units

Year 4 Semester 1

	Choice units
	Choice units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
Choice units

Choice units

Choose any three of the following:

- EFB332 Applied Behavioural Economics
- EFB333 Introductory Econometrics
- EFB334 Environmental Economics and Policy
- EFB336 International Economics
- EFB337 Game Theory and Applications

Finance Major

Year 1 Semester 1

- BSB113 Economics
- BSB115 Management

Year 1 Semester 2

- BSB124 Working in Business
- BSB126 Marketing

Year 2 Semester 1

- BSB110 Accounting
- BSB111 Business Law and Ethics

Year 2 Semester 2

- BSB119 Global Business
- MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

- EFB210 Finance 1
- EFB223 Economics 2

Year 3 Semester 2

- EFB201 Financial Markets
- EFB307 Finance 2

Year 4 Semester 1

- EFB333 Introductory Econometrics
- EFB335 Investments

Year 4 Semester 2

- EFB312 International Finance
- EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

- BSB113 Economics
- BSB115 Management

Year 1 Semester 2

- BSB124 Working in Business
- BSB126 Marketing

Year 2 Semester 1

- BSB110 Accounting
- BSB111 Business Law and Ethics

Year 2 Semester 2

- BSB119 Global Business
- MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

- MGB207 Human Resource Issues and Strategy
- MGB220 Business Research Methods

Year 3 Semester 2

- MGB200 Leading Organisations
- MGB201 Contemporary Employment Relations

Year 4 Semester 1

- MGB331 Learning and Development in Organisations
- MGB339 Performance and Reward

Year 4 Semester 2

- MGB320 Recruitment and Selection
- MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

- BSB119 Global Business
- BSB126 Marketing

Year 1 Semester 2

- BSB110 Accounting
- BSB115 Management

Year 2 Semester 1

- BSB113 Economics
- BSB124 Working in Business

Year 2 Semester 2

- BSB111 Business Law and Ethics
- MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

- AYB227 International Accounting
- MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 2

- AMB210 Importing and Exporting
- EFB240 Finance for International Business

Year 4 Semester 1

- AMB303 International Logistics
- AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-pacific
 AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

MGB201 Contemporary Employment Relations
 MGB210 Managing Operations

Year 3 Semester 2

MGB200 Leading Organisations
 MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
 MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
 MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
 BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
 AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
 AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB113 Economics
 BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
 AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
 AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
 AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns
 MGB223 Entrepreneurship and Innovation

Accountancy Major - Students who commenced in 2008

Year 1 Semester 1

BSB110 Accounting
BSB115 Management

Year 1 Semester 2

BSB122 now replaced by BSB123 Data Analysis
BSB114 now replaced by BSB124 Working in Business

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB113 Economics

Year 2 Semester 2

AYB121 now replaced by AYB200 Financial Accounting
AYB223 now replaced by AYB230 Law of Business Associations

Year 3 Semester 1

AYB225 Management Accounting
AYB220 now replaced by AYB340 Company Accounting

Year 3 Semester 2

AYB221 Computerised Accounting Systems
AYB325 now replaced by AYB219 Taxation Law

Year 4 Semester 1

AYB301 Audit and Assurance
AYB311 Financial Accounting Issues
OR
AYB321 Strategic Management Accounting

Year 4 Semester 2

EFB101 now replaced by EFB222 Quantitative Methods for Economics
EFB210 Finance 1

Banking and Finance Major - Students who commenced in 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB114 now replaced by BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB122 now replaced by BSB123 Data Analysis

BSB119 Global Business

Year 3 Semester 1

EFB101 now replaced by EFB222 Quantitative Methods for Economics & Finance)
EFB210 Finance 1

Year 3 Semester 2

EFB102 now replaced by EFB223 Economics 2
EFB307 Finance 2

Year 4 Semester 1

EFB200 now replaced by EFB333 Introductory Econometrics
EFB318 now replaced by EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
EFB201 Financial Markets

Human Resource Management Major - Students who commenced in 2008

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB114 now replaced by EFB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

MGB223 Entrepreneurship and Innovation
BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
HRM Option Unit

Year 4 Semester 1

MGB221 now replaced by MGB339 Performance and Reward
MGB331 Learning and Development in Organisations

Year 4 Semester 2

MGB320 Recruitment and Selection
HRM Option Unit

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HRM Option Unit List

Plus 2 units from the following list:

MGB201	Contemporary Employment Relations
MGB210	Managing Operations
MGB310	now replaced by MGB310 Sustainability in Changing Environment
MGB309	Strategic Management
MGB314	Organisational Consulting and Change
MGB315	now replaced by MGB370 Personal and Professional Development
MGB335	Project Management

HRM Students must choose two units from the above list (one must be a Level 3 unit).

International Business Major - Students who commenced in 2008

Year 1 Semester 1

BSB126	Marketing
BSB119	Global Business

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

BSB114	now replaced by BSB124 Working in Business
BSB122	now replaced by BSB123 Data Analysis

Year 2 Semester 2

BSB111	Business Law and Ethics
BSB113	Economics

Year 3 Semester 1

EFB202	now replaced by EFB240 Finance for International Business
IBB217	Asian Business Development
	OR
IBB208	European Business Development

Year 3 Semester 2

IBB210	now replaced by Importing and Exporting
IBB317	now replaced by MGB340 International Business in the Asia-Pacific
	OR
IBB308	now replaced by MGB340 International Business in the Asia-Pacific

Year 4 Semester 1

IBB213	now replaced by AMB336 International Marketing
IBB205	now replaced by MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 2

IBB300 now replaced by AMB369 International Business Strategy

IBB303 now replaced by AMB303 International Logistics

Important Note:

Note: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative units.

Management Major - Students who commenced in 2008

Year 1 Semester 1

BSB113	Economics
BSB115	Management

Year 1 Semester 2

BSB114	now replaced by BSB124 Working in Business
BSB126	Marketing

Year 2 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

Year 2 Semester 2

BSB122	now replaced by BSB123 Data Analysis
MGB200	Leading Organisations

Year 3 Semester 1

MGB210	Managing Operations
MGB223	Entrepreneurship and Innovation

Year 3 Semester 2

BSB119	Global Business
MGB212	now replaced by MGB310 Sustainability in a Changing Environment

Year 4 Semester 1

MGB309	Strategic Management
	Management Option Unit

Year 4 Semester 2

MGB335	Project Management
	Management Option Unit

Management Option Unit List

Management Students must choose two from the following:

MGB201	Contemporary Employment Relations
MGB218	Managing Business Growth
MGB314	Organisational Consulting and Change
MGB315	Personal and Professional Development
IBB205	Intercultural Communication and Negotiation Skills

Management Students must choose two from the above list (one must be a Level 3 unit).

Marketing Major - Students who commenced in 2008

Year 1 Semester 1

BSB122 now replaced by BSB123 Data Analysis
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB114 now replaced by BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB200 Consumer Behaviour
AMB240 Marketing Planning and Management

Year 3 Semester 2

AMB201 Marketing and Audience Research
AMB241 now replaced by AMB335 E-Marketing Strategies

Year 4 Semester 1

AMB340 Services Marketing
AMB202 Integrated Marketing Communication

Year 4 Semester 2

AMB341 now replaced by AMB359 Strategic Marketing
AMB352 now replaced by AMB252 Business Decision Making
OR
IBB213 now replaced by AMB336 International Marketing

Public Relations Major - Students who commenced in 2008

Year 1 Semester 1

BSB122 now replaced by BSB123 Quantitative Analysis and Finance
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB114 now replaced by BSB124 Working in Business
BSB119 Global Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

AMB201 Marketing and Audience Research
AMB260 now replaced by AMB263 Introduction to Public Relations

Year 3 Semester 2

AMB261 Media Relations and Publicity
AMB262 Public Relations Writing

Year 4 Semester 1

AMB360 now replaced by AMB373 Corporate Communication
AMB370 now replaced by AMB374 Public Relations Cases

Year 4 Semester 2

AMB361 now replaced by AMB379 Public Relations Campaigns
AMB371 now replaced by AMB375 Public Relations Management

Important Note:

Note: For AMB261 and AMB262 units please contact the School of AMPR regarding alternative units.

Health Unit prerequisites/corequisites

For information on prereqs & coreqs visit:

www.hlth.qut.edu.au/study/forcurrentstudents/

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114 is replaced by BSB124 Working in Business
BSB115 now retitled BSB115 Management
BSB119 now retitled BSB119 Global Business
BSB122 is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121 is now AYB200 Financial Accounting AYB121
AYB220 is now AYB340 Company Accounting AYB220
AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221 is now AMB318 Advertising Copywriting
AMB222 is now AMB319 Media Planning
AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance

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EFB102	now retitled EFB223 Economics 2	Relations
Economics Core units		AMB360 is replaced by AMB373 Corporate Communication
EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	AMB361 is replaced by AMB379 Public Relations Campaigns
EFB102	now retitled EFB223 Economics 2	
EFB202	is replaced by EFB330 Intermediate Macroeconomics	Business Law and Tax Extended Major (BLX)
EFB211	is replaced by EFB331 Intermediate Microeconomics	AYB223 replaced by AYB230 Corporations Law
EFB314	is replaced by EFB336 International Economics	AYB325 is now AYB219 Taxation Law
EFB329	is now EFB338 Contemporary Application of Economic	AYB305 is replaced by AYB205 Law of Business Entities
		AYB312 is now AYB232 Financial Institutions
Electronic Business Core units		Professional Accounting Extended Major (PAX)
BSB212	is replaced by AYB114 Business Technologies	AYB223 is replaced by AYB230 Corporations Law
BSB213	is replaced by AYB115 Governance Issues and Fraud	AYB325 is now AYB219 Taxation Law
BSB314	is replaced by Forensic and Business Intelligence	Advertising Extended Major (ADX)
ITB233	is now INB312 Enterprise Systems Application	AMB230 now retitled AMB230 Digital Promotions
ITB233	is now INB830 Web Sites for E-Commerce	AMB330 now retitled AMB330 Advertising Planning Portfolio
ITB239	is now INB342 Enterprise Data Mining	Banking Extended Major (BFX)
Human Resource Management Core units		AYB312 is now AYB232 Financial Institutions Law
MGB220	now retitled MGB220 Business Research Methods	EFB200 is replaced by EFB333 Introductory Econometrics
MGB221	is now MGB339 Performance and Reward	EFB318 is replaced by EFB335 Investments
International Business Core units		Financial Economics Extended Major (FEX) (for Banking & Finance Students)
IBB202	is replaced by EFB240 Finance for International Business	EFB200 is replaced by EFB333 Introductory Econometrics
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB202 is replaced by EFB330 Intermediate Macroeconomics
IBB210	is now replaced by AMB210 Importing and Exporting	EFB211 is replaced by EFB331 Intermediate Microeconomics
IBB213	is now AMB336 International Marketing	EFB325 is replaced by EFB336 International Economics
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB318 is replaced by EFB335 Investments
IBB300	is now AMB369 International Business Strategy	EFB324 is replaced by EFB337 Game Theory and Applications
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	Financial Economics Extended Major (FEX) (for Economics Students)
Management Core units		EFB200 is replaced by EFB333 Introductory Econometrics
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	EFB324 is replaced by EFB201 Financial Markets
Marketing Core units		EFB325 is replaced by EFB337 Game Theory and Applications
AMB241	is now AMB335 E-Marketing Strategies	Funds Management Extended Major (FDX)
AMB341	is now AMB359 Strategic Marketing	EFB318 is replaced by EFB335 Investments
Public Relations Core units		AYB312 is now AYB232 Financial Institutions Law
AMB260	is replaced by AMB263 Introduction to Public	EFB200 is replaced by EFB333 Introductory Econometrics
		Human Resource Management Extended Major (HRX)

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MGB315	is now MGB370 Personal and Professional Development
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
IBB303	is now AMB303 International Logistics
AMB230	now retitled AMB230 Digital Promotions
IBB312	is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
MGB218	is now MGB324 Managing Business Growth
MGB315	is now MGB370 Personal & Professional Development
IBB210	is replaced by AMB210 Import and Exporting
IBB303	is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251	now retitled AMB251 Innovation and Brand Management
AMB260	is replaced by AMB263 Introduction to Public Relations
AMB351	is now AMB209 Tourism Marketing
AMB352	is replaced by AMB252 Business Decision Making
AMB354	is now AMB208 Events Marketing
IBB213	is now AMB336 International Marketing
IBB303	is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370	is replaced by AMB374 Global Public Relations Cases
AMB371	is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is now AYB205 Company Law & Practice
AYB312	is now AYB232 Financial Institutions Law
BSB213	is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by AYB341 Forensic and Business Intelligence

ITB233	is now INB312 Enterprise Systems Applications
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102	is replaced by EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB329	is now 338 Contemporary Applications of Economics
EFB314	is replaced by EB336 International Economics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB230	now retitled AMB230 Digital Promotions
AMB354	is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business Intelligence
IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
AMB250	is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
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Potential Careers:

Account Executive, Accountant, Advertising Professional, Banking and Finance Professional, Economist, Financial Advisor/Analyst, Government Officer, Human Resource Manager, International Business Specialist, Manager, Market Research Manager, Marketing Officer/Manager, Psychologist, Public Relations Officer/Consultant, Public Servant.

Bachelor of Business (Study Area A)/ Bachelor of Information Technology (IX58)

Year offered: 2010

Admissions: Yes

CRICOS code: 059595C

Course duration (full-time): 4 Years

Domestic fees (indicative): 2010: CSP \$4,200 (indicative) per semester

International Fees (indicative): 2010: \$10,500 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 419202

Past rank cut-off: 79

Past OP cut-off: 11

OP Guarantee: Yes

Assumed knowledge: English (4,SA), Maths A, B or C (4,SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Course coordinator: Mr Richard Thomas (IT23), Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Course Description

This degree equips you to build and apply creative, innovative IT solutions across diverse industries. A hands-on, real world based curriculum gives you the opportunity to explore a wide range of areas within the two strands of this degree, and gain deep understanding within your chosen area speciality, such as networking, software engineering, data warehousing, business process modelling, enterprise systems, information management, web technologies, or digital societies. You will experience an innovative, hands-on approach to learning through projects where you develop IT systems. You will be able to gain entrepreneurial skills if you wish to learn how to develop an idea into a commercial opportunity. You learn to harness your creativity and people skills to maximise the impact of your technical know-how in the booming IT marketplace. It positions you for a challenging and rewarding career within the global economy. Full-time students are eligible for the Cooperative Education Program; paid industry work experience with credit towards your degree. Students are also offered many other work-integrated learning opportunities where you receive first-hand industry experience.

Study Areas

IX58 will not have nominated majors and minors and consequently there will not be a Study Area A shown on a graduate's parchment. Instead, IX58 will have specialisations. The specialisation areas that will be

available for students will include:

- Business Process Management
- Data Warehousing
- Digital Societies
- Enterprise Systems
- Information Management
- Network Systems
- Software Engineering
- Web Technologies

The following Majors are available from the Business component: Accounting, Advertising, Economics, Finance, Human Resource Management, International Business, Management, Marketing and Public Relations.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Entry Requirements

Year 12 or equivalent

Prerequisites: Nil

Assumed Knowledge: English (4,SA), Maths A, B or C (4,SA)

Primary Fields: B or C

Secondary Fields: B or C

OP Guarantee: Yes

International Students

English language requirements

In addition to the above academic entry requirements, international students must meet the University's English language requirements of IELTS of 6.5 (with no lower than 6.0 for any one band).

Pathways to Further Studies

In 2001, an accelerated Honours program was introduced to increase the number of Bachelor of Information Technology students continuing their studies to complete the Honours year. The program allowed selected high achieving students the opportunity to undertake one postgraduate unit in the final semester of their a BIT degree (or double degree) which would be counted both for completion of the degree and towards the Honours program. The program also provided students with the opportunity to commence their Honours studies over the Summer Semester.

An alternative to the Honours program is the Master of Information Technology (Research). Students who complete a BIT degree (or double degree) with a grade point average equal to, or greater than 5 (7 point scale) and who have decided against enrolling in an Honours program, could undertake this course. In addition, students may wish to enrol in the re-designed postgraduate coursework Masters which has ten specialisations allowing students to either extend their area of interest or specialise in other areas at the Masters level.

Business: For BS63 Bachelor of Business (Honours) please

click BS63 for details.

Cooperative Education

The School of IT's Cooperative Education Program gives you the opportunity of 10-12 months paid industry placement during your course where you can integrate real experience with what you're learning in your degree. Companies that QUT's Coop Ed students have worked with include Energex, Boeing, CITEC, CSC Mining, Environmental Protection Agency, Dialog, UNiTAB, RACQ and many Queensland Government departments. The Coop Ed Program is available to Australian citizens and permanent residents only.

Find out more about the Cooperative Education Program.

Deferment

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

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

Find out more on deferment.

IX58 - Bachelor of Business/Bachelor of Information Technology Course structure

Year 1, Semester 1

INB101	Impact of IT
INB102	Emerging Technology
	null
	null

Year 1, Semester 2

INB103	Industry Insights
INB104	Building IT Systems
	null
	null

Year 2, Semester 1

IT Breadth Option Unit
IT Breadth Option Unit
null
null

Year 2, Semester 2

IT Breadth Option Unit
IT Breadth Option Unit
null
null

Year 3, Semester 1

INB201	Scalable Systems Development
	INB201 can only be taken after you have completed a minimum of 36 credit points of breadth units.
	IT Specialist Option Unit
	null
	null

Year 3, Semester 2

INB300	Professional Practice in IT
	INB300 and INB301 can only be taken after you have completed a minimum of 192 credit points of study.
	IT Specialist Option Unit
	null
	null

Year 4, Semester 1

INB301	The Business of IT
	INB300 and INB301 can only be taken after a student has completed a minimum of 192 credit points of study.
	IT Specialist Option Unit
	null
	null

Year 4, Semester 2

INB302	Capstone Project
	INB301 must be completed before enrolling in INB302.
	IT Specialist Option Unit
	null
	null

IT Breadth Option Unit List

IT Breadth Option Units

You must complete four (4) units from the following list. You should not commence these units until you have completed INB101, INB102, INB103 and INB104.

INB120	Corporate Systems
INB210	Databases
INB220	Business Analysis
INB250	Systems Architecture
INB251	Networks
INB255	Security
INB270	Programming
INB271	The Web
INB272	Interaction Design

IT Specialisation Option Unit List

IT Specialist Option Units

You must complete four (4) units from the following list. Please ensure you have completed a minimum of 36 credit points (3 units) of IT Breadth Option Units before commencing these units. The units are grouped in areas to assist you in focusing your studies.

1. **BUSINESS PROCESS MANAGEMENT:**
 - INB320 Business Process Modelling
 - INB321 Business Process Management
 - INB322 Information Systems Consulting
 - INB123 Project Management Practice
2. **DATA WAREHOUSING:**
 - INB340 Database Design
 - INB341 Software Development With Oracle
 - INB342 Enterprise Data Mining
 - INB343 Advanced Data Mining and Data Warehousing

Please note: INB343 not offered in 2010
3. **DIGITAL ENVIRONMENTS:**
 - INB345 Mobile Devices
 - INB346 Enterprise 2.0
 - INB347 Web 2.0 Applications
 - INB335 Information Resources
4. **ENTERPRISE SYSTEMS:**
 - INB123 Project Management Practice
 - INB221 Technology Management
 - INB311 Enterprise Systems
 - INB312 Enterprise Systems Applications
5. **NETWORK SYSTEMS:**
 - INB350 Internet Protocols and Services
 - INB351 Computer Network Administration
 - INB352 Network Planning and Deployment
 - INB353 Wireless and Mobile Networks
6. **SOFTWARE ENGINEERING:**
 - INB370 Software Development
 - INB371 Data Structures and Algorithms
 - INB372 Agile Software Development
 - INB374 Enterprise Software Architecture
7. **WEB TECHNOLOGIES:**
 - INB313 Electronic Commerce Site Development
 - INB373 Web Application Development
 - INB374 Enterprise Software Architecture
 - INB385 Multimedia Systems
 - INB386 Advanced Multimedia Systems
8. **UNGROUPED:**
 - INB204 Special Topic 1
 - INB205 Special Topic 2
 - INB304 Special Topic 3
 - INB305 Special Topic 4

- INB306 Project 1
- INB307 Project 2
- INB308 Project 3
- INB355 Cryptology and Protocols
- INB365 Systems Programming
- INB860 Computational Intelligence for Control and Embedded Systems

Please note:

INB343 & INB323 are not offered in 2010

IX58 - Business component (Accountancy) - course structure

Year 1, Semester 1

- BSB110 Accounting
- BSB115 Management Information Technology unit
- Information Technology unit

Year 1, Semester 2

- BSB123 Data Analysis
- BSB126 Marketing Information Technology unit
- Information Technology unit

Year 2, Semester 1

- BSB111 Business Law and Ethics
- BSB113 Economics Information Technology unit
- Information Technology unit

Year 2, Semester 2

- AYB200 Financial Accounting
- AYB225 Management Accounting Information Technology unit
- Information Technology unit

Year 3, Semester 1

- EFB210 Finance 1
- AYB219 Taxation Law Information Technology unit
- Information Technology unit

Year 3, Semester 2

- AYB230 Corporations Law
- AYB340 Company Accounting Information Technology unit
- Information Technology unit

Year 4, Semester 1

- AYB311 Financial Accounting Issues

AYB321 Strategic Management Accounting
Information Technology unit
Information Technology unit

Information Technology unit
Information Technology unit

Year 4, Semester 2

AYB301 Audit and Assurance
AYB339 Accountancy Capstone
Information Technology unit
Information Technology unit

IX58 - Business component (Advertising) - course structure

Year 1, Semester 1

BSB126 Marketing
BSB113 Economics
Information Technology unit
Information Technology unit

Year 1, Semester 2

BSB110 Accounting
BSB115 Management
Information Technology unit
Information Technology unit

Year 2, Semester 1

BSB124 Working in Business
BSB119 Global Business
Information Technology unit
Information Technology unit

Year 2, Semester 2

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice
Information Technology unit
Information Technology unit

Year 3, Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics
Information Technology unit
Information Technology unit

Year 3, Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning
Information Technology unit
Information Technology unit

Year 4, Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4, Semester 2

AMB339 Advertising Campaigns
BSB123 Data Analysis
Information Technology unit
Information Technology unit

IX58 - Business component (Economics) - course structure

Year 1, Semester 1

BSB113 Economics
BSB115 Management
Information Technology unit
Information Technology unit

Year 1, Semester 2

BSB124 Working in Business
BSB123 Data Analysis
Information Technology unit
Information Technology unit

Year 2, Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics
Information Technology unit
Information Technology unit

Year 2, Semester 2

EFB222 Quantitative Methods For Economics and Finance
EFB223 Economics 2
Information Technology unit
Information Technology unit

Year 3, Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics
Information Technology unit
Information Technology unit

Year 3, Semester 2

Choice Units or remaining Business Faculty Core Units
Choice Units or remaining Business Faculty Core Units
null
null

Year 4, Semester 1

Choice Units or remaining Business Faculty

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Core Units
Choice Units or remaining Business Faculty
Core Units
null
null

EFB222 Quantitative Methods For Economics and
Finance
EFB210 Finance 1
Information Technology unit
Information Technology unit

Year 4, Semester 2

EFB338 Contemporary Application of Economic Theory
Choice Units or remaining Business Faculty
Core Units
Information Technology unit
Information Technology unit

Year 3, Semester 2

EFB201 Financial Markets
EFB307 Finance 2
Information Technology unit
Information Technology unit

Economics Choice Unit List

Choose any four of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy
EFB336 International Economics
EFB337 Game Theory and Applications

Year 4, Semester 1

EFB223 Economics 2
EFB335 Investments
Information Technology unit
Information Technology unit

Important Note:

Note: Both BSB119 and BSB126 units are the remaining Business Faculty Core Units which are to completed.

Year 4, Semester 2

EFB312 International Finance
EFB340 Finance Capstone
Information Technology unit
Information Technology unit

IX58 - Business component (Finance) - course structure

Year 1, Semester 1

BSB113 Economics
BSB115 Management
Information Technology unit
Information Technology unit

Year 1, Semester 1

BSB113 Economics
BSB115 Management
Information Technology unit
Information Technology unit

Year 1, Semester 2

BSB124 Working in Business
BSB126 Marketing
Information Technology unit
Information Technology unit

Year 1, Semester 2

BSB124 Working in Business
BSB126 Marketing
Information Technology unit
Information Technology unit

Year 2, Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics
Information Technology unit
Information Technology unit

Year 2, Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics
Information Technology unit
Information Technology unit

Year 2, Semester 2

BSB123 Data Analysis
BSB119 Global Business
Information Technology unit
Information Technology unit

Year 2, Semester 2

BSB123 Data Analysis
BSB119 Global Business
Information Technology unit
Information Technology unit

Year 3, Semester 1

Year 3, Semester 1

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MGB207 Human Resource Issues and Strategy
 MGB220 Business Research Methods
 Information Technology unit
 Information Technology unit

Skills

AYB227 International Accounting
 Information Technology unit
 Information Technology unit

Year 3, Semester 2

MGB200 Leading Organisations
 MGB201 Contemporary Employment Relations
 Information Technology unit
 Information Technology unit

Year 3, Semester 2

AMB210 Importing and Exporting
 EFB240 Finance for International Business
 Information Technology unit
 Information Technology unit

Year 4, Semester 1

MGB331 Learning and Development in Organisations
 MGB339 Performance and Reward
 Information Technology unit
 Information Technology unit

Year 4, Semester 1

AMB303 International Logistics
 AMB336 International Marketing
 Information Technology unit
 Information Technology unit

Year 4, Semester 2

MGB320 Recruitment and Selection
 MGB370 Personal and Professional Development
 Information Technology unit
 Information Technology unit

Year 4, Semester 2

MGB340 International Business in the Asia-pacific
 AMB369 International Business Strategy
 Information Technology unit
 Information Technology unit

IX58 - Business component (International Business) - course structure

Year 1, Semester 1

BSB126 Marketing
 BSB119 Global Business
 Information Technology unit
 Information Technology unit

Year 1, Semester 1

BSB113 Economics
 BSB115 Management
 Information Technology unit
 Information Technology unit

Year 1, Semester 2

BSB110 Accounting
 BSB115 Management
 Information Technology unit
 Information Technology unit

Year 1, Semester 2

BSB124 Working in Business
 BSB126 Marketing
 Information Technology unit
 Information Technology unit

Year 2, Semester 1

BSB124 Working in Business
 BSB123 Data Analysis
 Information Technology unit
 Information Technology unit

Year 2, Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics
 Information Technology unit
 Information Technology unit

Year 2, Semester 2

BSB111 Business Law and Ethics
 BSB113 Economics
 Information Technology unit
 Information Technology unit

Year 2, Semester 2

BSB119 Global Business
 BSB123 Data Analysis
 Information Technology unit
 Information Technology unit

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation

Year 3, Semester 1

MGB210 Managing Operations

FACULTY OF BUSINESS

MGB223 Entrepreneurship and Innovation
Information Technology unit
Information Technology unit

AMB201 Marketing and Audience Research
Information Technology unit
Information Technology unit

Year 3, Semester 2

MGB200 Leading Organisations
MGB225 Intercultural Communication and Negotiation Skills
Information Technology unit
Information Technology unit

Year 3, Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management
Information Technology unit
Information Technology unit

Year 4, Semester 1

MGB309 Strategic Management
MGB324 Managing Business Growth
Information Technology unit
Information Technology unit

Year 4, Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing
Information Technology unit
Information Technology unit

Year 4, Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management
Information Technology unit
Information Technology unit

Year 4, Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing
Information Technology unit
Information Technology unit

IX58 - Business component (Marketing) - course structure

Year 1, Semester 1

BSB126 Marketing
BSB113 Economics
Information Technology unit
Information Technology unit

Year 1, Semester 1

BSB119 Global Business
BSB126 Marketing
Information Technology unit
Information Technology unit

Year 1, Semester 2

BSB111 Business Law and Ethics
BSB115 Management
Information Technology unit
Information Technology unit

Year 1, Semester 2

BSB110 Accounting
BSB115 Management
Information Technology unit
Information Technology unit

Year 2, Semester 1

BSB119 Global Business
BSB124 Working in Business
Information Technology unit
Information Technology unit

Year 2, Semester 1

BSB124 Working in Business
BSB113 Economics
Information Technology unit
Information Technology unit

Year 2, Semester 2

BSB110 Accounting
BSB123 Data Analysis
Information Technology unit
Information Technology unit

Year 2, Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques
Information Technology unit
Information Technology unit

Year 3, Semester 1

AMB200 Consumer Behaviour

Year 3, Semester 1

AMB201 Marketing and Audience Research
BSB111 Business Law and Ethics

Information Technology unit

Information Technology unit

Year 3, Semester 2

AMB372 Public Relations Planning

AMB373 Corporate Communication

Information Technology unit

Information Technology unit

Year 4, Semester 1

AMB374 Global Public Relations Cases

AMB375 Public Relations Management

Information Technology unit

Information Technology unit

Year 4, Semester 2

AMB379 Public Relations Campaigns

BSB123 Data Analysis

Information Technology unit

Information Technology unit

Potential Careers:

Academic, Account Executive, Accountant, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Economist, Financial Project Manager, Financial Risk Manager, Human Resource Developer, Human Resource Manager, International Business Specialist, Manager, Market Research Manager, Marketing Officer/Manager, Public Relations Officer/Consultant.

Bachelor of Business/Bachelor of Corporate Systems Management (IX62)

Year offered: 2010

Admissions: Yes

CRICOS code: 063022F

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$4,300 (indicative) per semester

International Fees (indicative): 2010: \$10,750 (indicative) per semester

International Entry: February

QTAC code: 419642

Past rank cut-off: 79

Past OP cut-off: 11

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Course coordinator: Dr Taizan Chan (Science and Technology); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoo Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Course overview

In this double degree students complete the requirements for two separate degrees in four years. The course consists of units in both corporate systems management and business. In the Business component students complete a set of core units to provide a broad-based introduction to business principles and a major from the list below. In the corporate systems management component students are taught the interrelationship between information, technology, business and people. This component develops the knowledge and skills needed to understand and communicate business needs, select the right systems and integrate these systems to improve business performance. Full time students can take part in the Cooperative Education Program, offering one year paid industry placement and credit towards their degree (subject to satisfying eligibility requirements).

Majors: Business: accountancy; advertising; economics; finance; human resource management; international business; management; marketing; and public relations.

Course Design

Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Business program and 192 credit points from the Bachelor of Corporate Systems Management Program which includes an industry based project and an IT elective unit.

Business component: Students who commenced in 2010 must complete the 8 Faculty Core Units (BSB115

Management and BSB126 Marketing as part of the Bachelor of Information Technology course requirements) in the Business program together with a 9 unit Major. Students will also complete MGB223 Entrepreneurship and Innovation as part of the Bachelor of Information Technology course requirements.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Cooperative Education Program

The School of IT's Cooperative Education Program gives you the opportunity of 10-12 months paid industry placement during your course where you can integrate real experience with what you're learning in your degree. Companies that QUT's Coop Ed students have worked with include Energex, Boeing, CITEC, CSC Mining, Environmental Protection Agency, Dialog, UNiTAB, RACQ and many Queensland Government departments. The Coop Ed Program is available to Australian citizens and permanent residents only.

Find out more about the Cooperative Education Program.

Deferment

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

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

Find out more on deferment.

Futher Information

For further information about this course, please contact the following:

Science and Technology Coordaintor

Dr Taizan Chan

Phone: +61 7 3138 2782

Email: enquiry.scitech@qut.edu.au

Business Coordaintor

Phone: +61 7 3138 2050

Fax: +61 7 3138 1055

Email: bus@qut.edu.au

Bachelor of Business (Study Area A)/ Bachelor of Corporate Systems Management

Year 1, Semester 1

Business Faculty Core Unit - See Appendix 1

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	Business Faculty Core Unit - See Appendix 1
INB103	Industry Insights
INB120	Corporate Systems

Year 1, Semester 2

	Business Faculty Core Unit - See Appendix 1
	Business Faculty Core Unit - See Appendix 1
INB123	Project Management Practice
BSB115	Management

Year 2, Semester 1

	Business Faculty Core Unit - See Appendix 1
	Business Faculty Core Unit - See Appendix 1
INB101	Impact of IT
INB122	Organisational Databases

Year 2, Semester 2

	Business Faculty Core Unit - See Appendix 1
	Business Faculty Core Unit - See Appendix 1
INB124	Information Systems Development
INB313	Electronic Commerce Site Development

Year 3, Semester 1

	Business Faculty Major Unit - See Appendix 1
	Business Faculty Major Unit - See Appendix 1
INB220	Business Analysis
INB221	Technology Management

Year 3, Semester 2

	Business Faculty Major Unit - See Appendix 1
	Business Faculty Major Unit - See Appendix 1
BSB126	Marketing
INB320	Business Process Modelling

Year 4, Semester 1

	Business Faculty Major Unit - See Appendix 1
	Business Faculty Major Unit - See Appendix 1
INB312	Enterprise Systems Applications
INB322	Information Systems Consulting

Year 4, Semester 4

	Business Faculty Major Unit - See Appendix 1
	Business Faculty Major Unit - See Appendix 1
MGB223	Entrepreneurship and Innovation
INB325	Corporate Systems Management Project

Accountancy Major

Year 1 Semester 1

BSB110	Accounting
BSB115	Management

Year 1 Semester 2

BSB111	Business Law and Ethics
BSB123	Data Analysis
BSB126	Marketing

Year 2 Semester 1

BSB113	Economics
BSB124	Working in Business

Year 2 Semester 2

AYB200	Financial Accounting
AYB225	Management Accounting

Year 3 Semester 1

EFB210	Finance 1
AYB221	Computerised Accounting Systems

Year 3 Semester 2

AYB219	Taxation Law
AYB340	Company Accounting
MGB223	Entrepreneurship and Innovation

Year 4 Semester 1

AYB230	Corporations Law
AYB321	Strategic Management Accounting

Year 4 Semester 2

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB113	Economics
BSB126	Marketing

Year 1 Semester 2

BSB110	Accounting
BSB115	Management
BSB119	Global Business

Year 2 Semester 1

BSB124	Working in Business
BSB111	Business Law and Ethics

Year 2 Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year 3 Semester 1

AMB201	Marketing and Audience Research
	Choose one of:
AMB202	Integrated Marketing Communication

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AMB230 Digital Promotions

AMB331 Direct Marketing

Year 3 Semester 2

AMB318 Advertising Copywriting

AMB319 Media Planning

BSB123 Data Analysis

Year 4 Semester 1

AMB320 Advertising Management

AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns

MGB223 Entrepreneurship and Innovation

Economics Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB110 Accounting

BSB123 Data Analysis

BSB124 Working in Business

Year 2 Semester 1

BSB111 Business Law and Ethics

BSB119 Global Business

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance

EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics

EFB331 Intermediate Microeconomics

Year 3 Semester 2

BSB126 Marketing

Choice units or remaining Faculty Core Unit

Choice units or remaining Faculty Core Unit

Year 4 Semester 1

Choice units or remaining Faculty Core Unit

Choice units or remaining Faculty Core Unit

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory

MGB223 Entrepreneurship and Innovation

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics

EFB333 Introductory Econometrics

EFB334 Environmental Economics and Policy

EFB336 International Economics

EFB337 Game Theory and Applications

Important Information:

Please note: BSB126 is the remaining Faculty Core Unit to be completed. Please check for unit availability for Choice units.

Finance Major

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB119 Global Business

BSB124 Working in Business

BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis

MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance

EFB210 Finance 1

Year 3 Semester 2

EFB201 Financial Markets

EFB223 Economics 2

EFB307 Finance 2

Year 4 Semester 1

EFB335 Investments

EFB333 Introductory Econometrics

Year 4 Semester 2

EFB312 International Finance

EFB340 Finance Capstone

Human Resource Management

Year 1 Semester 1

BSB113 Economics

BSB115 Management

Year 1 Semester 2

BSB119 Global Business
BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
MGB200 Leading Organisations

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB201 Contemporary Employment Relations
MGB223 Entrepreneurship and Innovation
MGB314 Organisational Consulting and Change

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
BSB115 Management
BSB123 Data Analysis

Year 2 Semester 1

BSB111 Business Law and Ethics
BSB124 Working in Business

Year 2 Semester 2

BSB113 Economics
MGB225 Intercultural Communication and Negotiation Skills

Year 3 Semester 1

AMB204 Purchasing and Procurement
AYB227 International Accounting

Year 3 Semester 2

AMB210 Importing and Exporting
MGB223 Entrepreneurship and Innovation
EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-Pacific
AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB111 Business Law and Ethics
BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB123 Data Analysis

Year 2 Semester 2

BSB119 Global Business
MGB200 Leading Organisations

Year 3 Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB201 Contemporary Employment Relations
MGB225 Intercultural Communication and Negotiation Skills
AMB252 Business Decision Making

Year 4 Semester 1

MGB309 Strategic Management
MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics

BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
 BSB115 Management
 BSB119 Global Business

Year 2 Semester 1

BSB110 Accounting
 BSB124 Working in Business

Year 2 Semester 2

BSB123 Data Analysis
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice
 OR
 Marketing Choice Unit

Year 3 Semester 2

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management
 OR
 AMB201 Marketing and Audience Research
 OR
 Marketing Choice Unit

Year 4 Semester 1

AMB335 E-marketing Strategies
 AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
 AMB359 Strategic Marketing

Marketing Choice Unit List

Choose one from the following:

AMB208 Events Marketing
 AMB252 Business Decision Making
 AMB310 Internship

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB113 Economics
 BSB115 Management

Year 2 Semester 1

BSB111 Business Law and Ethics
 BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
 AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

BSB123 Data Analysis
 AMB372 Public Relations Planning
 AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
 Choose one of:
 AMB202 Integrated Marketing Communication
 AMB208 Events Marketing
 AMB310 Internship

Year 4 Semester 2

AMB375 Public Relations Management
 AMB379 Public Relations Campaigns

Accountancy Major - Students who commenced in 2008

Year 1 Semester 1

BSB110 Accounting
 BSB126 Marketing

Year 1 Semester 2

BSB115 Management
 BSB123 Data Analysis
 BSB124 Working in Business

Year 2 Semester 1

BSB113 Economics
 BSB111 Business Law and Ethics

Year 2 Semester 2

AYB200 Financial Accounting
 AYB230 Corporations Law

Year 3 Semester 1

AYB340 Company Accounting
 AYB225 Management Accounting

Year 3 Semester 2

AYB219 Taxation Law

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AYB221	Computerised Accounting Systems
EFB222	Quantitative Methods For Economics and Finance

Year 4 Semester 1

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues
	OR
AYB321	Strategic Management Accounting

Year 4 Semester 2

EFB210	Finance 1
MGB223	Entrepreneurship and Innovation

Information for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major - Students who commenced in 2008

Year 1 Semester 1

BSB113	Economics
BSB123	Data Analysis

Year 1 Semester 2

BSB119	Global Business
BSB124	Working in Business
BSB115	Management

Year 2 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

Year 2 Semester 2

EFB222	Quantitative Methods For Economics and Finance
EFB210	Finance 1

Year 3 Semester 1

EFB200	Applied Regression Analysis
EFB201	Financial Markets

Year 3 Semester 2

EFB307	Finance 2
EFB223	Economics 2
BSB126	Marketing

Year 4 Semester 1

EFB335	Investments
	Any Banking and Finance Unit

Year 4 Semester 2

EFB312	International Finance
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MGB223	Entrepreneurship and Innovation
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Important Information for Business Students

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management
BSB119	now retitled BSB119 Global Business
BSB122	is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121	is now AYB200 Financial Accounting
AYB220	is now AYB340 Company Accounting
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research
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Methods
MGB221 is now MGB339 Performance and Reward

International Business Core units

IBB202 is replaced by EFB240 Finance for International Business

IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB210 is now replaced by AMB210 Importing and Exporting

IBB213 is now AMB336 International Marketing

IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)

IBB300 is now AMB369 International Business Strategy

IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

Marketing Core units

AMB241 is now AMB335 E-Marketing Strategies

AMB341 is now AMB359 Strategic Marketing

Public Relations Core units

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB360 is replaced by AMB373 Corporate Communication

AMB361 is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223 replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

AYB305 is replaced by AYB205 Law of Business Entities

AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223 is replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230 now retitled AMB230 Digital Promotions

AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200 is replaced by EFB333 Introductory Econometrics

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB325 is replaced by EFB336 International Economics

EFB318 is replaced by EFB335 Investments

EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200 is replaced by EFB333 Introductory Econometrics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318 is replaced by EFB335 Investments

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315 is now MGB370 Personal and Professional Development

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

IBB303 is now AMB303 International Logistics

AMB230 now retitled AMB230 Digital Promotions

IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

MGB218 is now MGB324 Managing Business Growth

MGB315 is now MGB370 Personal & Professional Development

IBB210 is replaced by AMB210 Importing and Exporting

IBB303 is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251 now retitled AMB251 Innovation and Brand Management

AMB260 is replaced by AMB263 Introduction to Public

	Relations
AMB351	is now AMB209 Tourism Marketing
AMB352	is replaced by AMB252 Business Decision Making
AMB354	is now AMB208 Events Marketing
IBB213	is now AMB336 International Marketing
IBB303	is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370	is replaced by AMB374 Global Public Relations Cases
AMB371	is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is now AYB205 Company Law & Practice
AYB312	is now AYB232 Financial Institutions Law
BSB213	is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by AYB341 Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Applications
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102	is replaced by EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB329	is now 338 Contemporary Applications of Economics
EFB314	is replaced by EB336 International Economics
EFB324	is replaced by EFB201 Financial Markets
EFB325	is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB230	now retitled AMB230 Digital Promotions
AMB354	is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business

Intelligence

IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
AMB250	is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
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Potential Careers:

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Human Resource Manager, International Business Specialist, Manager, Marketing Officer/Manager, Public Relations Officer/Consultant.

Bachelor of Business/Bachelor of Games and Interactive Entertainment (IX63)

Year offered: 2010

Admissions: Yes

CRICOS code: 063024D

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$4,100 (indicative) per semester

International Fees (indicative): 2010: \$10,500 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 419692

Past rank cut-off: 79

Past OP cut-off: 11

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

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Course coordinator: Dr Peta Wyeth (Science and Technology); Dr Erica French (Business)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavooos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Course overview

In this double degree students complete the requirements for two separate degrees in four years. The course consists of units in both business and games and interactive entertainment. In the Business component students complete a set of core units to provide a broad-based introduction to business principles and a major from the list below. In the games and interactive entertainment component students complete core units in introductory design, games studies, professional skills and basic programming and then choose a major from the list below. In final year, students participate in a major group project to produce a significant piece of work using PC, mobile devices, consoles or virtual reality. Full time students can take part in the Cooperative Education Program, offering one year paid industry placement and credit towards their degree (subject to satisfying eligibility requirements).

Business Majors: accountancy; advertising; economics; finance; human resource management; international business management; marketing; and public relations.

Games and Interactive Entertainment: Animation and computational arts; digital media; game design; and software technologies.

Career Outcomes

Business graduates work in diverse roles in the private and public sectors in areas such as accountancy, advertising, banking and finance, economics, human resource

management, international business, management, marketing and public relations.

Course Design

Students will be required to complete 192 credit points from the Bachelor of Games and Interactive Entertainment; and 192 credit points from the Bachelor of Business course.

Business Component: Students must complete the 96 credit point Faculty Core Units in the Business program together with a 96 credit point minor.

Students will undertake the two components of the double degree concurrently.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Cooperative Education Program

The School of IT's Cooperative Education Program gives you the opportunity of 10-12 months paid industry placement during your course where you can integrate real experience with what you're learning in your degree. Companies that QUT's Coop Ed students have worked with include Energex, Boeing, CITEC, CSC Mining, Environmental Protection Agency, Dialog, UNiTAB, RACQ and many Queensland Government departments. The Coop Ed Program is available to Australian citizens and permanent residents only.

Find out more about the Cooperative Education Program.

Deferment

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

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

Find out more on deferment.

Unit Incompatibility/Translation Information

Details on the translation and incompatibility of old and new units is located here:

Undergraduate Translation Table

If you have completed the unit(s) listed under the "Translation Unit Codes" column you are not permitted to enrol in the listed new code.

Further Information

For further information about this course, please contact the following:

Science and Technology Coordinator

Dr Peta Wyeth
Phone: +61 7 3138 2782
Email: enquiry.scitech@qut.edu.au

Business Coordinator

Phone: +61 7 3138 2050
Fax: +61 7 3138 1055
Email: bus@qut.edu.au

Bachelor of Business (Study Area A)/ Bachelor of Games and Interactive Entertainment (Study Area A)

Year 1, Semester 1

Business Faculty Core Unit - See Appendix 1
Business Faculty Core Unit - See Appendix 1
INB180 Computer Games Studies
INB182 Introducing Design

Year 1, Semester 2

Business Faculty Core Unit - See Appendix 1
Business Faculty Core Unit - See Appendix 1
INB181 Introduction to Games Production
INB104 Building IT Systems
The ITB002 unit is currently under review; further information will be available in August 2009.

Year 2, Semester 1

Business Faculty Core Unit - See Appendix 1
Business Faculty Core Unit - See Appendix 1
INB103 Industry Insights
Games & Interactive Entertain Major Unit

Year 2, Semester 2

Business Faculty Core Unit - See Appendix
Business Faculty Core Unit - See Appendix
Games & Interactive Entertain Major Unit
Games & Interactive Entertain Major Unit

Year 3, Semester 1

Business Faculty Major Unit - See Appendix
Business Faculty Major Unit - See Appendix
Games & Interactive Entertain Major Unit
Games & Interactive Entertain Major Unit

Year 3, Semester 2

Business Faculty Major Unit - See Appendix
Business Faculty Major Unit - See Appendix
Games & Interactive Entertain Major Unit
Games & Interactive Entertainment Major Unit

Year 4, Semester 1

Business Faculty Major Unit - See Appendix

Business Faculty Major Unit - See Appendix
Games & Interactive Entertainment Major Unit
INB379 Game Project Design

Year 4, Semester 2

Business Faculty Major Unit - See Appendix
Business Faculty Major Unit - See Appendix
INB380 Games Project

Bachelor of Games & Interactive Entertainment Majors Course structure (Block B)

Animation

KIB105 Animation and Motion Graphics
KIB108 Animation History and Practices
KVB105 Drawing for Design
KVB106 Drawing for Animation
KIB220 Animation Production
KIB203 Introduction to 3D Computer Graphics
KIB225 Character Development, Conceptual Design and Animation Layout
KIB325 Real-Time 3D Computer Graphics

Digital Media

KIB101 Visual Communication
KIB102 Visual Interactions
INB345 Mobile Devices
INB386 Advanced Multimedia Systems
KIB309 Embodied Interactions
KIB230 Interface and Information Design
INB385 Multimedia Systems
KIB314 Tangible Media

Game Design

INB280 Fundamentals of Game Design
INB272 Interaction Design
KIB201 Concept Development for Game Design and Interactive Media
KIB202 Enabling Immersion
INB281 Advanced Game Design
KIB214 Design for Interactive Media
AND Two units selected from the following:
DAB110 Architectural Design 1
DEB201 Digital Communication
DTB101 Interior Design 1
DNB101 Industrial Design 1

Software Technologies*

* Requirements for this Major is a SA or better in Queensland Maths B (or equivalent)
INB270 Programming
MAB281 Mathematics for Computer Graphics

FACULTY OF BUSINESS

INB210	Databases
INB250	Systems Architecture
INB370	Software Development
INB371	Data Structures and Algorithms
INB381	Modelling and Animation Techniques
INB382	Real Time Rendering Techniques
OR	null
INB383	AI for Games

Accountancy Major

Year 1 Semester 1

BSB110	Accounting
BSB115	Management

Year 1 Semester 2

BSB123	Data Analysis
BSB126	Marketing

Year 2 Semester 1

BSB111	Business Law and Ethics
BSB113	Economics

Year 2 Semester 2

AYB200	Financial Accounting
AYB225	Management Accounting

Year 3 Semester 1

EFB210	Finance 1
AYB221	Computerised Accounting Systems

Year 3 Semester 2

AYB219	Taxation Law
AYB340	Company Accounting

Year 4 Semester 1

AYB230	Corporations Law
AYB321	Strategic Management Accounting

Year 4 Semester 2

AYB301	Audit and Assurance
AYB311	Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB126	Marketing
BSB113	Economics

Year 1 Semester 2

BSB110	Accounting
BSB115	Management

Year 2 Semester 1

BSB124	Working in Business
BSB119	Global Business

Year 2 Semester 2

AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year 3 Semester 1

AMB201	Marketing and Audience Research
BSB111	Business Law and Ethics

Year 3 Semester 2

AMB318	Advertising Copywriting
AMB319	Media Planning

Year 4 Semester 1

AMB320	Advertising Management
AMB330	Advertising Planning Portfolio

Year 4 Semester 2

AMB339	Advertising Campaigns
BSB123	Data Analysis

Economics Major

Year 1 Semester 1

BSB113	Economics
BSB115	Management

Year 1 Semester 2

BSB124	Working in Business
BSB123	Data Analysis

Year 2 Semester 1

BSB110	Accounting
BSB111	Business Law and Ethics

Year 2 Semester 2

EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2

Year 3 Semester 1

EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 2

FACULTY OF BUSINESS

EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty Core Units

BSB113 Economics
BSB115 Management

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy
EFB336 International Economics
EFB337 Game Theory and Applications

Important Information

Please: BSB119 and BSB126 are the remaining Faculty Core Units to be completed. Please check for unit availability when selecting Choice units.

Finance Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
BSB123 Data Analysis

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance
EFB210 Finance 1

Year 3 Semester 2

EFB201 Financial Markets
EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2
EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
EFB340 Finance Capstone

Human Resources Management Major

Year 1 Semester 1

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB126 Marketing
BSB119 Global Business

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB124 Working in Business
BSB123 Data Analysis

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

MGB225 Intercultural Communication and Negotiation Skills
AYB227 International Accounting

Year 3 Semester 2

AMB210 Importing and Exporting
 EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
 AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-pacific
 AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
 BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
 MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
 MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
 MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB126 Marketing
 BSB113 Economics

Year 1 Semester 2

BSB111 Business Law and Ethics
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
 BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
 AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
 AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB124 Working in Business
 BSB113 Economics

Year 2 Semester 2

AMB263 Introduction To Public Relations
 AMB264 Public Relations Techniques

Year 3 Semester 1

BSB111 Business Law and Ethics
 AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB372 Public Relations Planning
 AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases
 AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns

BSB123 Data Analysis

Potential Careers:

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practising Accountant, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Human Resource Manager, Information Officer, International Business Specialist, Manager, Marketing Officer/Manager, Public Relations Officer/Consultant.

Bachelor of Business/Bachelor of Media and Communication (IX67)

Year offered: 2010

Admissions: Yes

CRICOS code: 064809G

Course duration (full-time): 4 years

Domestic fees (indicative): 2010: CSP \$3,600 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February

QTAC code: 409132

Past rank cut-off: 81

Past OP cut-off: 10

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for accountancy, economics, finance, and marketing majors: Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 384

Standard credit points per full-time semester: 48

Course coordinator: Head, Undergraduate Studies (Creative Industries); Dr Erica French (Business)

Discipline coordinator: Dr Stephen Harrington (Media and Communication); Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Robert Bianchi (Finance); Dr Robert Thompson (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point and Kelvin Grove

Overview

This course offers you a range of options in combining business knowledge with practical skills and a contextual understanding of media and communication.

This combination of media and communication with a business major in advertising, marketing or public relations provides proven professional outcomes in media sales, media marketing and promotions, and in media planning/buying for advertising agencies.

An international business major will equip you with an understanding of the cultural, financial and regulatory issues involved in doing business across borders. Alternatively you may choose to study another of the business professions to diversify your career options.

Career Outcomes

Graduates use their skills for a variety of professional functions across all industry sectors. Many work in marketing communications, public relations or corporate communications. Others apply their broad media knowledge in the media function of advertising, either as sales executives for media outlets or as media planners and buyers for advertising agencies.

Careers exist in audience and market research, collating and analysing audience data to help media outlets better understand who their audiences are and how they are interacting with their product. Graduates also find employment in media policy development in the public sector and private enterprise. Pathways exist to prepare you for further study including honours.

If you wish to use your business knowledge more in your career, you could gain employment in arts administration—marketing, managing or balancing the books for creative projects and businesses.

The combination of media and communication with advertising, marketing or public relations provides proven professional outcomes in media sales, media marketing and promotions, and in media planning/ buying for advertising agencies. You will also develop the entrepreneurial and business skills necessary to sell your abilities to a range of employers, or start your own creative enterprise. Please refer to the Faculty of Business prospectus to find out more about the business majors.

Course Design

You are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Business program and 192 credit points from the Bachelor of Media and Communication program. You will undertake the two components of the double degree concurrently.

You will undertake two creative industries foundation units and 14 specialist units in media and communication. Your business degree component comprises eight business core units, and eight business major units.

You will choose a business major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations. You must complete 96 credit point Faculty Core Units in the Business program together with a 96 credit point Major.

Professional Recognition

Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Deferment

All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

Course structure for students who commenced in 2010

FACULTY OF BUSINESS

Year 1, Semester 1

KCB101	Introduction to Media and Communication: Texts
KKB101	Creative Industries: People and Practices Business Faculty Core Unit Business Faculty Core Unit

Year 1, Semester 2

KCB104	Introduction to Media and Communications: Industries
KKB102	Creative Industries: Making Connections Business Faculty Core Unit Business Faculty Core Unit

Year 2, Semester 1

KCB102	Media Myth Busting 1
KCB103	Strategic Speech Communication Business Faculty Core Unit Business Faculty Core Unit

Year 2, Semester 2

KCB105	Media Myth Busting 2
KCB205	Professional Communication Business Faculty Core Unit Business Faculty Core Unit

Year 3, Semester 1

KCB201	New Media 1: Information and Knowledge
KCB302	Political Communication Business Faculty Major Unit Business Faculty Major Unit

Year 3, Semester 2

KCB202	New Media 2: Applications and Implications
KCB203	Consumption Matters: Consumer Cultures and Identity Business Faculty Major Unit Business Faculty Major Unit

Year 4, Semester 1

KCB301	Media Audiences
SELECT	Either KCB304 or KWB103:
KCB304	Managing Communication Resources
KWB103	Persuasive Writing Business Faculty Major Unit Business Faculty Major Unit

Year 4, Semester 2

KCB303	Brisbane Media Map Choose one from the following three units:
KKB341	Workplace Learning 1

KKB343	Service Learning 1
KKB345	Creative Industries Project 1 Business Faculty Major Unit Business Faculty Major Unit

Course structure for students who commenced in 2009

Year 1, Semester 1

KCB101	Introduction to Media and Communication: Texts
KKB101	Creative Industries: People and Practices Business Faculty Core Unit Business Faculty Core Unit

Year 1, Semester 2

KCB104	Introduction to Media and Communications: Industries
KKB102	Creative Industries: Making Connections Business Faculty Core Unit Business Faculty Core Unit

Year 2, Semester 1

KCB102	Media Myth Busting 1
KCB103	Strategic Speech Communication Business Faculty Core Unit Business Faculty Core Unit

Year 2, Semester 2

KCB105	Media Myth Busting 2
KCB205	Professional Communication Business Faculty Core Unit Business Faculty Core Unit

Year 3, Semester 1

KCB201	New Media 1: Information and Knowledge
KCB302	Political Communication Business Faculty Major Unit Business Faculty Major Unit

Year 3, Semester 2

KCB202	New Media 2: Applications and Implications
KCB203	Consumption Matters: Consumer Cultures and Identity Business Faculty Major Unit Business Faculty Major Unit

Year 4, Semester 1

KCB301	Media Audiences
SELECT	Either KCB304 or KWB103:
KCB304	Managing Communication Resources
KWB103	Persuasive Writing Business Faculty Major Unit

Business Faculty Major Unit

Year 4, Semester 2

KCB303 Brisbane Media Map
 SELECT Either KKB341, KKB343, KKB345:
 KKB341 Workplace Learning 1
 KKB343 Service Learning 1
 KKB345 Creative Industries Project 1

Business Faculty Major Unit
 Business Faculty Major Unit

Accountancy Major

Year 1 Semester 1

BSB110 Accounting
 BSB115 Management

Year 1 Semester 2

BSB123 Data Analysis
 BSB126 Marketing

Year 2 Semester 1

BSB111 Business Law and Ethics
 BSB113 Economics

Year 2 Semester 2

AYB200 Financial Accounting
 AYB225 Management Accounting

Year 3 Semester 1

EFB210 Finance 1
 AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law
 AYB340 Company Accounting

Year 4 Semester 1

AYB230 Corporations Law
 AYB321 Strategic Management Accounting

Year 4 Semester 2

AYB301 Audit and Assurance
 AYB311 Financial Accounting Issues

Advertising Major

Year 1 Semester 1

BSB113 Economics
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

AMB200 Consumer Behaviour
 AMB220 Advertising Theory and Practice

Year 3 Semester 1

AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics

Year 3 Semester 2

AMB318 Advertising Copywriting
 AMB319 Media Planning

Year 4 Semester 1

AMB320 Advertising Management
 AMB330 Advertising Planning Portfolio

Year 4 Semester 2

AMB339 Advertising Campaigns
 BSB123 Data Analysis

Economics Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB123 Data Analysis

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

EFB222 Quantitative Methods For Economics and Finance
 EFB223 Economics 2

Year 3 Semester 1

EFB330 Intermediate Macroeconomics
 EFB331 Intermediate Microeconomics

Year 3 Semester 2

Choice units or remaining Faculty Core Units
 Choice units or remaining Faculty Core Units

Year 4 Semester 1

Choice units or remaining Faculty Core Units
 Choice units or remaining Faculty Core Units

Year 4 Semester 2

EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty Core Units

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics
EFB333 Introductory Econometrics
EFB334 Environmental Economics and Policy
EFB336 International Economics
EFB337 Game Theory and Applications

Important Information

BSB119 and BSB126 are the remaining Business Faculty units which must be completed.

Finance Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

EFB222 Quantitative Methods For Economics and Finance
EFB210 Finance 1

Year 3 Semester 2

EFB201 Financial Markets
EFB307 Finance 2

Year 4 Semester 1

EFB223 Economics 2
EFB335 Investments

Year 4 Semester 2

EFB312 International Finance
EFB340 Finance Capstone

Human Resource Management Major

Year 1 Semester 1

BSB113 Economics
BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
BSB111 Business Law and Ethics

Year 2 Semester 2

BSB123 Data Analysis
BSB119 Global Business

Year 3 Semester 1

MGB207 Human Resource Issues and Strategy
MGB220 Business Research Methods

Year 3 Semester 2

MGB200 Leading Organisations
MGB201 Contemporary Employment Relations

Year 4 Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4 Semester 2

MGB320 Recruitment and Selection
MGB370 Personal and Professional Development

International Business Major

Year 1 Semester 1

BSB126 Marketing
BSB119 Global Business

Year 1 Semester 2

BSB110 Accounting
BSB115 Management

Year 2 Semester 1

BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 2

BSB111 Business Law and Ethics
BSB113 Economics

Year 3 Semester 1

MGB225 Intercultural Communication and Negotiation Skills
AYB227 International Accounting

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Year 3 Semester 2

AMB210 Importing and Exporting
 EFB240 Finance for International Business

Year 4 Semester 1

AMB303 International Logistics
 AMB336 International Marketing

Year 4 Semester 2

MGB340 International Business in the Asia-pacific
 AMB369 International Business Strategy

Management Major

Year 1 Semester 1

BSB113 Economics
 BSB115 Management

Year 1 Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2 Semester 1

BSB110 Accounting
 BSB111 Business Law and Ethics

Year 2 Semester 2

BSB119 Global Business
 BSB123 Data Analysis

Year 3 Semester 1

MGB210 Managing Operations
 MGB223 Entrepreneurship and Innovation

Year 3 Semester 2

MGB200 Leading Organisations
 MGB225 Intercultural Communication and Negotiation Skills

Year 4 Semester 1

MGB309 Strategic Management
 MGB324 Managing Business Growth

Year 4 Semester 2

MGB310 Sustainability in A Changing Environment
 MGB335 Project Management

Marketing Major

Year 1 Semester 1

BSB113 Economics
 BSB126 Marketing

Year 1 Semester 2

BSB111 Business Law and Ethics
 BSB115 Management

Year 2 Semester 1

BSB119 Global Business
 BSB124 Working in Business

Year 2 Semester 2

BSB110 Accounting
 BSB123 Data Analysis

Year 3 Semester 1

AMB200 Consumer Behaviour
 AMB201 Marketing and Audience Research

Year 3 Semester 2

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management

Year 4 Semester 1

AMB335 E-marketing Strategies
 AMB340 Services Marketing

Year 4 Semester 2

AMB336 International Marketing
 AMB359 Strategic Marketing

Public Relations Major

Year 1 Semester 1

BSB119 Global Business
 BSB126 Marketing

Year 1 Semester 2

BSB110 Accounting
 BSB115 Management

Year 2 Semester 1

BSB113 Economics
 BSB124 Working in Business

Year 2 Semester 2

AMB263 Introduction To Public Relations
 AMB264 Public Relations Techniques

Year 3 Semester 1

AMB201 Marketing and Audience Research
 BSB111 Business Law and Ethics

Year 3 Semester 2

AMB372 Public Relations Planning
 AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases

AMB375 Public Relations Management

Year 4 Semester 2

AMB379 Public Relations Campaigns

BSB123 Data Analysis

Potential Careers:

Academic, Administrator, Advertising Professional, Banking and Finance Professional, Economist, Educator, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Manager, Market Research Manager, Marketing Officer/Manager, Media Industry Specialist, Organisational Communication Specialist, Policy Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Teacher, Web Designer.

Bachelor of Business / Bachelor of Laws (IX71)

Year offered: 2010

Admissions: Yes

CRICOS code: 066414K

Course duration (full-time): 5.5 years

Domestic fees (indicative): 2010: CSP \$4,500 (indicative) per semester

International Fees (indicative): 2010: \$10,250 (indicative) per semester

Domestic Entry: February

International Entry: February and July* (*Subject to availability)

QTAC code: 419222

Past rank cut-off: 92

Past OP cut-off: 5

OP Guarantee: Yes

Assumed knowledge: English (4, SA) and for Accountancy, Economics, Finance and Marketing majors: Maths A, B or C (4, SA)

Preparatory studies: For information on acquiring assumed knowledge visit

<http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp>

Total credit points: 528

Standard credit points per full-time semester: 48

Course coordinator: Dr Erica French (Business); Dr Bill Dixon (Law)

Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoo Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)

Campus: Gardens Point

Course design

Students are required to complete 528 credit points, comprised of 192 credit points for the Bachelor of Business program and 336 credit points for the Bachelor of Laws program.

Business students will complete 16 units consisting of eight Faculty Core Units (seven prescribed BSBxxx units and MGB223) and an eight unit major. The content for Business Law and Ethics (BSB111) overlaps with the Bachelor of Laws and has been replaced by MGB223 Entrepreneurship and Innovation.

Students must choose a major from:

- Accountancy
- Advertising
- Banking and Finance
- Economics
- Entrepreneurship and Innovation
- Human Resource Management
- International Business
- Management
- Marketing
- Public Relations
- Philanthropy and Nonprofit Studies

For professional recognition, the Accountancy structure differs from the normal structure. Accountancy students will complete seven Faculty Core Units and complete a nine unit major.

Professional recognition

The QUT Bachelor of Laws course is an approved degree for the purposes of the Legal Practitioners Admission Rules. Accordingly, it enables graduates to satisfy the academic requirements for admission to practise as a solicitor and/or barrister in all Australian states and territories. The QUT LLB degree qualification is also recognised for admission purposes in West and East Malaysia, Fiji and Papua New Guinea.

Business component: Students may be eligible for a membership to a number of professional bodies depending on choice of major and unit selection. See individual Majors for details.

Advanced standing

You may wish to apply for advanced standing (also known as credit or exemption) for former completed studies and other assessable learning outcomes. See more at Advanced Standing

Deferment

All domestic applicants offered admission to undergraduate award courses may apply to defer commencement of their study. A deferment application will not normally be considered for courses where specific admission requirements apply, for example submission of folios or undertaking auditions. Applicants are not entitled to hold a deferred place and hold a place in another QUT course for the same period.

Find out more on deferment.

Faculty of Law course structure

Year 1, Semester 1

LWB145	Legal Foundations A
LWB147	Torts A

Year 1, Semester 2

LWB146	Legal Foundations B
LWB148	Torts B

Year 2, Semester 1

LWB136	Contracts A
LWB238	Fundamentals of Criminal Law

Year 2, Semester 2

LWB137	Contracts B
LWB239	Criminal Responsibility

Year 3, Semester 1

LWB240	Principles of Equity
LWB243	Property Law A

Year 3, Semester 2

LWB241 Trusts
LWB244 Property Law B

Year 4, Semester 1

LWB242 Constitutional Law
LWB432 Evidence

Year 4, Semester 2

LWB334 Corporate Law
Law Elective

Year 5, Semester 1

LWB335 Administrative Law
LWB431 Civil Procedure
Law Elective
Law Elective

Year 5, Semester 2

LWB433 Professional Responsibility
Law Elective
Law Elective
Law Elective

Year 6, Semester 1

Law Elective
Law Elective
Law Elective
Law Elective

Law Electives

Further information regarding Law Electives
can be found at:
<http://www.law.qut.edu.au/study/courses/ugrad/lselect.jsp>

Accountancy Major

Year 1, Semester 1

BSB110 Accounting
BSB113 Economics

Year 1, Semester 2

BSB123 Data Analysis
BSB124 Working in Business

Year 2, Semester 1

BSB115 Management
AYB200 Financial Accounting

Year 2, Semester 2

AYB225 Management Accounting
AYB221 Computerised Accounting Systems

Year 3, Semester 1

EFB210 Finance 1
AYB340 Company Accounting

Year 3, Semester 2

AYB321 Strategic Management Accounting
BSB119 Global Business

Year 4, Semester 1

BSB126 Marketing
AYB311 Financial Accounting Issues

Year 4, Semester 2

AYB301 Audit and Assurance
AYB339 Accountancy Capstone

Year 5, Semesters 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

Advertising Major

Year 1, Semester 1

BSB113 Economics
BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting
BSB115 Management

Year 2, Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2, Semester 2

AMB200 Consumer Behaviour
AMB220 Advertising Theory and Practice

Year 3, Semester 1

AMB201 Marketing and Audience Research
MGB223 Entrepreneurship and Innovation

Year 3, Semester 2

AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4, Semester 1

AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4, Semester 2

AMB339 Advertising Campaigns

BSB123 Data Analysis

Year 5, Semesters 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

Economics Major

Year 1, Semester 1

BSB113 Economics

BSB115 Management

Year 1, Semester 2

BSB123 Data Analysis

BSB124 Working in Business

Year 2, Semester 1

BSB110 Accounting

MGB223 Entrepreneurship and Innovation

Year 2, Semester 2

EFB222 Quantitative Methods For Economics and Finance

EFB223 Economics 2

Year 3, Semester 1

EFB330 Intermediate Macroeconomics

EFB331 Intermediate Microeconomics

Year 3, Semester 2

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

Year 4, Semester 1

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

Year 4, Semester 2

EFB338 Contemporary Application of Economic Theory

Choice units or remaining Faculty Core Units

Year 5, Semesters 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

Choice Units

Choose any three of the following:

EFB332 Applied Behavioural Economics

EFB333 Introductory Econometrics

EFB334 Environmental Economics and Policy

EFB336 International Economics

EFB337 Game Theory and Applications

Important Information:

Please note: BSB119 and BSB126 are the remaining Faculty Core Units to be completed. Check for unit availability when selecting Choice units.

Finance Major

Year 1, Semester 1

BSB113 Economics

BSB115 Management

Year 1, Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2, Semester 1

BSB110 Accounting

BSB119 Global Business

Year 2, Semester 2

BSB123 Data Analysis

MGB223 Entrepreneurship and Innovation

Year 3, Semester 1

EFB222 Quantitative Methods For Economics and Finance

EFB210 Finance 1

Year 3, Semester 2

EFB201 Financial Markets

EFB307 Finance 2

Year 4, Semester 1

EFB223 Economics 2

EFB335 Investments

Year 4, Semester 2

EFB312 International Finance

EFB340 Finance Capstone

Year 5, Semesters 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

Human Resource Management Major

Year 1, Semester 1

BSB113 Economics

BSB115 Management

Year 1, Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2, Semester 1

BSB110 Accounting

BSB119 Global Business

Year 2, Semester 2

BSB123 Data Analysis

MGB223 Entrepreneurship and Innovation

Year 3, Semester 1

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Year 3, Semester 2

MGB200 Leading Organisations

MGB201 Contemporary Employment Relations

Year 4, Semester 1

MGB331 Learning and Development in Organisations

MGB339 Performance and Reward

Year 4, Semester 2

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

Year 5, Semesters 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

International Business Major

Year 1, Semester 1

BSB126 Marketing

BSB119 Global Business

Year 1, Semester 2

BSB110 Accounting

BSB115 Management

Year 2, Semester 1

BSB123 Data Analysis

BSB124 Working in Business

Year 2, Semester 2

BSB113 Economics

MGB223 Entrepreneurship and Innovation

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation Skills

AYB227 International Accounting

Year 3, Semester 2

AMB210 Importing and Exporting

EFB240 Finance for International Business

Year 4, Semester 1

AMB303 International Logistics

AMB336 International Marketing

Year 4, Semester 2

MGB340 International Business in the Asia-Pacific

AMB369 International Business Strategy

Year 5, Semester 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

Management Major

Year 1, Semester 1

BSB113 Economics

BSB115 Management

Year 1, Semester 2

BSB124 Working in Business

BSB126 Marketing

Year 2, Semester 1

BSB110 Accounting

BSB123 Data Analysis

Year 2, Semester 2

BSB119 Global Business

MGB223 Entrepreneurship and Innovation

Year 3, Semester 1

MGB210 Managing Operations

MGB201 Contemporary Employment Relations

Year 3, Semester 2

MGB200 Leading Organisations

MGB225 Intercultural Communication and Negotiation Skills

Year 4, Semester 1

MGB309 Strategic Management

MGB324 Managing Business Growth

Year 4, Semester 2

MGB310 Sustainability in A Changing Environment

MGB335 Project Management

Year 5, Semester 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

Marketing Major

Year 1, Semester 1

BSB113 Economics
BSB126 Marketing

Year 1, Semester 2

BSB115 Management
BSB123 Data Analysis

Year 2, Semester 1

BSB119 Global Business
BSB124 Working in Business

Year 2, Semester 2

BSB110 Accounting
MGB223 Entrepreneurship and Innovation

Year 3, Semester 1

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research

Year 3, Semester 2

AMB202 Integrated Marketing Communication
AMB240 Marketing Planning and Management

Year 4, Semester 1

AMB335 E-marketing Strategies
AMB340 Services Marketing

Year 4, Semester 2

AMB336 International Marketing
AMB359 Strategic Marketing

Year 5, Semester 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

Public Relations Major

Year 1, Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting
BSB115 Management

Year 2, Semester 1

BSB113 Economics
BSB124 Working in Business

Year 2, Semester 2

AMB263 Introduction To Public Relations
AMB264 Public Relations Techniques

Year 3, Semester 1

AMB201 Marketing and Audience Research
MGB223 Entrepreneurship and Innovation

Year 3, Semester 2

AMB372 Public Relations Planning
AMB373 Corporate Communication

Year 4, Semester 1

AMB374 Global Public Relations Cases
AMB375 Public Relations Management

Year 4, Semester 2

AMB379 Public Relations Campaigns
BSB123 Data Analysis

Year 5, Semesters 1 & 2

See Law Course Structure

Year 6, Semester 1

See Law Course Structure

Accountancy Major - For students who commenced in 2007 or 2008

Year 1, Semester 1

BSB110 Accounting
BSB113 Economics

Year 1, Semester 2

BSB123 Data Analysis
BSB124 Working in Business

Year 2, Semester 1

BSB113 Economics
AYB200 Financial Accounting

Year 2, Semester 2

BSB119 Global Business
BSB126 Marketing

Year 3, Semester 1

AYB221 Computerised Accounting Systems
AYB340 Company Accounting

Year 3, Semester 2

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AYB225 Management Accounting
 AYB301 Audit and Assurance

Year 4, Semester 1

EFB222 Quantitative Methods For Economics and Finance
 AYB311 Financial Accounting Issues
 OR
 AYB321 Strategic Management Accounting

Year 4, Semester 2

EFB210 Finance 1
 AYB339 Accountancy Capstone

Year 5, Semesters 1 & 2

See Law Course Structure

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

NOTE: For CPA requirements students must undertake LWB364 Introduction to Taxation Law and LWB366 Law of Commercial Entities in place of 2 law electives in Year 5, Semester 1.

Advertising Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1

BSB119 Global Business
 BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting
 BSB115 Management

Year 2, Semester 1

AMB200 Consumer Behaviour
 BSB124 Working in Business

Year 2, Semester 2

BSB123 Data Analysis
 BSB113 Economics

Year 3, Semester 1

AMB220 Advertising Theory and Practice
 AMB230 Digital Promotions

Year 3, Semester 2

AMB318 Advertising Copywriting
 AMB319 Media Planning

Year 4, Semester 1

AMB320 Advertising Management

AMB330 Advertising Planning Portfolio

Year 4, Semester 2

AMB339 Advertising Campaigns
 AMB202 Integrated Marketing Communication

Year 5, Semesters 1 & 2

See Law Course Structure.

Important Note:

NOTE: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Banking and Finance Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1

BSB113 Economics
 BSB115 Management

Year 1, Semester 2

BSB124 Working in Business
 BSB126 Marketing

Year 2, Semester 1

BSB110 Accounting
 BSB123 Data Analysis

Year 2, Semester 2

EFB223 Economics 2
 BSB119 Global Business

Year 3, Semester 1

EFB210 Finance 1
 EFB201 Financial Markets

Year 3, Semester 2

EFB307 Finance 2
 EFB222 Quantitative Methods For Economics and Finance

Year 4, Semester 1

EFB333 Introductory Econometrics
 EFB335 Investments

Year 4, Semester 2

EFB312 International Finance
 Any Finance Unit

Year 5, Semesters 1 & 2

See Law Course Structure

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to

check for course structure changes.

Economics Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1

BSB113 Economics
BSB115 Management

Year 1, Semester 2

BSB126 Marketing
BSB124 Working in Business

Year 2, Semester 1

BSB110 Accounting
EFB223 Economics 2

Year 2, Semester 2

BSB119 Global Business
EFB210 Finance 1

Year 3, Semester 1

EFB330 Intermediate Macroeconomics
EFB331 Intermediate Microeconomics

Year 3, Semester 2

EFB222 Quantitative Methods For Economics and Finance
EFB328 Public Economics and Finance

Year 4, Semester 1

BSB123 Data Analysis
EFB200 Applied Regression Analysis

Year 4, Semester 2

EFB338 Contemporary Application of Economic Theory
EFB336 International Economics

Year 5, Semester 1 & 2

See Law Course Structure

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Human Resource Management Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1

BSB113 Economics
BSB115 Management

Year 1, Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2, Semester 1

BSB110 Accounting
BSB123 Data Analysis

Year 2, Semester 2

BSB119 Global Business
MGB207 Human Resource Issues and Strategy

Year 3, Semester 1

HRM Option Unit
MGB220 Business Research Methods

Year 3, Semester 2

MGB200 Leading Organisations
HRM Option Unit

Year 4, Semester 1

MGB331 Learning and Development in Organisations
MGB339 Performance and Reward

Year 4, Semester 2

MGB320 Recruitment and Selection
HRM Option Unit

HRM Option Unit

Plus 3 units from the following list:

MGB201 Contemporary Employment Relations
MGB210 Managing Operations
MGB310 Sustainability in A Changing Environment
MGB309 Strategic Management
MGB314 Organisational Consulting and Change
MGB370 Personal and Professional Development
MGB335 Project Management

HRM students must choose two units from the above list (one must be a Level 3 unit)

Year 5, Semesters 1 & 2

See Law Course Structure

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

International Business Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting
BSB115 Management

Year 2, Semester 1

AMB210 Importing and Exporting
BSB124 Working in Business

Year 2, Semester 2

BSB113 Economics
BSB123 Data Analysis

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation Skills
OR
IBB217 Asian Business Development
IBB208 European Business Development

Year 3, Semester 2

EFB240 Finance for International Business
MGB340 International Business in the Asia-pacific

Year 4, Semester 1

IBB304 has been discontinued. Choose alternative unit from IB extended major list.
AMB369 International Business Strategy

Year 4, Semester 2

AMB336 International Marketing
AMB303 International Logistics

Year 5, Semesters 1 & 2

See Law Course Structure

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Note: For IBB217 and IBB208 units please contact the School of AMPR regarding alternative units.

Management Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1

BSB113 Economics
BSB115 Management

Year 1, Semester 2

BSB124 Working in Business
BSB126 Marketing

Year 2, Semester 1

BSB110 Accounting
BSB123 Data Analysis

Year 2, Semester 2

BSB119 Global Business

MGB200 Leading Organisations

Year 3, Semester 1

MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation

Year 3, Semester 2

MGB310 Sustainability in A Changing Environment
Management Option Unit

Year 4, Semester 1

MGB309 Strategic Management
Management Option Unit

Year 4, Semester 2

MGB335 Project Management
Management Option Unit

Year 5, Semesters 1 & 2

See Law Course Structure

Management Option Unit List

Plus 3 units from the following list:

MGB201 Contemporary Employment Relations
MGB324 Managing Business Growth
MGB314 Organisational Consulting and Change
MGB370 Personal and Professional Development
MGB225 Intercultural Communication and Negotiation Skills

Management students must choose two from the above list (one must be a Level 3 unit)

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1

BSB119 Global Business
BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting
BSB115 Management

Year 2, Semester 1

AMB200 Consumer Behaviour
BSB124 Working in Business

Year 2, Semester 2

BSB123 Data Analysis
BSB113 Economics

Year 3, Semester 1

AMB202 Integrated Marketing Communication
 AMB240 Marketing Planning and Management

Year 3, Semester 2

AMB201 Marketing and Audience Research
 AMB335 E-marketing Strategies

Year 4, Semester 1

AMB340 Services Marketing
 Any Marketing Unit

Year 4, Semester 2

AMB359 Strategic Marketing
 AMB252 Business Decision Making
 OR
 AMB336 International Marketing

Year 5, Semesters 1 & 2

See Law Course Structure

Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Public Relations Major - For Students who commenced in 2007 or 2008

Year 1, Semester 1

BSB119 Global Business
 BSB126 Marketing

Year 1, Semester 2

BSB110 Accounting
 BSB115 Management

Year 2, Semester 1

BSB124 Working in Business
 AMB201 Marketing and Audience Research

Year 2, Semester 2

BSB123 Data Analysis
 BSB113 Economics

Year 3, Semester 1

AMB202 Integrated Marketing Communication
 AMB260 Public Relations Theory and Practice

Year 3, Semester 2

AMB261 Media Relations and Publicity
 AMB262 Public Relations Writing

Year 4, Semester 1

AMB360 Corporate Communication Management

AMB374 Global Public Relations Cases

Year 4, Semester 2

AMB371 Corporate Communication Strategies
 AMB379 Public Relations Campaigns

Important Note:

Note: For AMB261 and AMB262 units please contact the School of AMPR regarding alternative units.

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Year 5, Semesters 1 & 2

See Law Course Structure

Course Note:

Course Note:

Students who have commenced in 2005 and 2006 please contact Business Services Services on 3138 2050, email bus@qut.edu.au for course progression for the Business Component of the double degree.

Transitional notes on Law units for students who have transferred from IF41 to IX71

Transitional notes on Law units for students who have transferred from IF41 to IX71:

- * LWB142 and LWB144 are now law contextual elective units.
- * LWB145 Legal Foundations A was LWB141 Legal Institutions and Method.
- * LWB146 Legal Foundations B was LWB143 Legal Research and Writing (prerequisite LWB141).
- * LWB147 Torts A was LWB138 Fundamentals of Torts.
- * LWB148 Torts B was LWB139 Select Issues in Torts (prerequisite LWB138).
- * LWB242 Constitutional Law was LWB231 Introduction to Public Law and LWB235 Australian Federal Constitutional Law.
- * LWB243 Property Law was LWB236 Real Property A (prerequisite LWB143 & LWB240).
- * LWB244 Property Law B was LWB237 Real Property B (prerequisite LWB236).
- * LWB333 Theories of Law is now an elective unit.
- * LWB335 Administrative Law was LWB331 Administrative is now (prerequisite LWB231).
- * LWB434 Advanced Research and Legal Reasoning is now LWB435 Legal Research in Practice (prerequisite LWB143/LWB145) and it is now an elective unit.
- * Due to the restructure of the law course and the changes to the units required for admission purposes, the total number of elective units that students will be permitted to undertake will

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vary depending on the year of commencement and the number of units completed to date.

If you have not followed the standard course structure up to this point in time or are uncertain as to the correct number of electives available please contact the Law School Enquiries on (07)3138 2707 or email: law_enquiries@qut.edu.au.

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114	is replaced by BSB124 Working in Business
BSB115	now retitled BSB115 Management
BSB119	now retitled BSB119 Global Business
BSB122	is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121	is now AYB200 Financial Accounting AYB121
AYB220	is now AYB340 Company Accounting AYB220
AYB301	now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221	is now AMB318 Advertising Copywriting
AMB222	is now AMB319 Media Planning
AMB321	is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2

Economics Core units

EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102	now retitled EFB223 Economics 2
EFB202	is replaced by EFB330 Intermediate Macroeconomics
EFB211	is replaced by EFB331 Intermediate Microeconomics
EFB314	is replaced by EFB336 International Economics
EFB329	is now EFB338 Contemporary Application of Economic

Electronic Business Core units

BSB212	is replaced by AYB114 Business Technologies
BSB213	is replaced by AYB115 Governance Issues and Fraud
BSB314	is replaced by Forensic and Business Intelligence
ITB233	is now INB312 Enterprise Systems Application
ITB823	is now INB830 Web Sites for E-Commerce
ITB239	is now INB342 Enterprise Data Mining

Human Resource Management Core units

MGB220	now retitled MGB220 Business Research Methods
MGB221	is now MGB339 Performance and Reward

International Business Core units

IBB202	is replaced by EFB240 Finance for International Business
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210	is now replaced by AMB210 Importing and Exporting
IBB213	is now AMB336 International Marketing
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300	is now AMB369 International Business Strategy
IBB308	is replaced by MGB340 International Business in the Asia-Pacific

Management Core units

MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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Marketing Core units

AMB241	is now AMB335 E-Marketing Strategies
AMB341	is now AMB359 Strategic Marketing

Public Relations Core units

AMB260	is replaced by AMB263 Introduction to Public Relations
AMB360	is replaced by AMB373 Corporate Communication
AMB361	is replaced by AMB379 Public Relations Campaigns

Business Law and Tax Extended Major (BLX)

AYB223	replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law
AYB305	is replaced by AYB205 Law of Business Entities
AYB312	is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)

AYB223	is replaced by AYB230 Corporations Law
AYB325	is now AYB219 Taxation Law

Advertising Extended Major (ADX)

AMB230	now retitled AMB230 Digital Promotions
AMB330	now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)

AYB312	is now AYB232 Financial Institutions Law
EFB200	is replaced by EFB333 Introductory Econometrics

FACULTY OF BUSINESS

EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)

EFB200 is replaced by EFB333 Introductory Econometrics

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB325 is replaced by EFB336 International Economics

EFB318 is replaced by EFB335 Investments

EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)

EFB200 is replaced by EFB333 Introductory Econometrics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Funds Management Extended Major (FDX)

EFB318 is replaced by EFB335 Investments

AYB312 is now AYB232 Financial Institutions Law

EFB200 is replaced by EFB333 Introductory Econometrics

Human Resource Management Extended Major (HRX)

MGB315 is now MGB370 Personal and Professional Development

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

International Business Extended Major (IBX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

IBB303 is now AMB303 International Logistics

AMB230 now retitled AMB230 Digital Promotions

IBB312 is replaced by AMB300 Independent Project 1

Management Extended Major (MNX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

MGB218 is now MGB324 Managing Business Growth

MGB315 is now MGB370 Personal & Professional Development

IBB210 is replaced by AMB210 Import and Exporting

IBB303 is now AMB303 International Logistics

Marketing Extended Major (MKX)

AMB251 now retitled AMB251 Innovation and Brand

Management

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB351 is now AMB209 Tourism Marketing

AMB352 is replaced by AMB252 Business Decision Making

AMB354 is now AMB208 Events Marketing

IBB213 is now AMB336 International Marketing

IBB303 is now AMB303 International Logistics

Public Relations Extended Major (PRX)

AMB370 is replaced by AMB374 Global Public Relations Cases

AMB371 is replaced by AMB375 Public Relations Management

Business Law and Tax Specialisation (BLS)

AYB223 is replaced by AYB230 Corporations Law

AYB325 is now AYB219 Taxation Law

AYB305 is now AYB205 Company Law & Practice

AYB312 is now AYB232 Financial Institutions Law

BSB213 is now AYB115 Governance Issues in E-Business

Electronic Business Specialisation (EUS)

BSB212 is replaced by AYB114 Business Technologies

BSB213 is replaced by AYB115 Governance Issues and Fraud

BSB314 is replaced by AYB341 Forensic and Business Intelligence

ITB233 is now INB312 Enterprise Systems Applications

ITB823 is now INB830 Web Sites for E-Commerce

ITB239 is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

EFB102 is replaced by EFB223 Economics 2

EFB202 is replaced by EFB330 Intermediate Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB329 is now 338 Contemporary Applications of Economics

EFB314 is replaced by EFB336 International Economics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB230 now retitled AMB230 Digital Promotions

AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303	is now AMB303 International Logistics
BSB314	is replaced by AYB341 Forensic and Business Intelligence
IBB210	is replaced by AMB210 Importing and Exporting
EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230	now retitled AMB230 Digital Promotion
AMB250	is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specialisation (IEX)

IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
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Potential Careers:

Academic, Accountant, Advertising Professional, Banker, Banking and Finance Professional, Barrister, Business Analyst, Crown Law Officer, Economist, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, In-House Lawyer, International Business Specialist, Investment Manager, Manager, Market Research Manager, Marketing Officer/Manager, Public Servant, Risk Manager, Solicitor, Stockbroker.

Master of Advertising (Creative Advertising) (IX96)

Year offered: 2010

Admissions: Yes

CRICOS code: 048322G

Course duration (full-time): 3 semesters

Course duration (part-time): 6 semesters

Domestic fees (indicative): 2010: Full fee tuition \$7,750 (indicative) per semester

International Fees (indicative): 2010: \$10,500 (indicative) per semester

Domestic Entry: February/July

International Entry: February/July

Total credit points: 144

Standard credit points per full-time semester: 48

Standard credit points per part-time semester: 24

Course coordinator: Dr Helen Klaebe

Discipline coordinator: Ms Louise Grayson

Campus: Gardens Point and Kelvin Grove

Overview

Creative advertising is all about ideas.

Join our intensive creative advertising postgraduate program to learn the practical skills required to derive and execute your own great advertising ideas.

A unique suite of units offered by the Creative Industries and Business faculties provides you with the skills to create stunning, original and thought-provoking communications involving strategy, planning and creativity.

Throughout this challenging hands-on course, taught by industry professionals, you will learn to unleash your creativity from week one. You will develop your skills in copywriting, art direction and creative campaign production all within a theoretical perspective. From idea conception to delivery, you will learn how to work to a client's brief and how to present your ideas effectively.

If you are looking to freshen up your skills or make a career move into the exciting world of creative advertising, this is the ideal place to develop your skills to industry standard. You will devise campaigns for real products in a wide range of media, resulting in a thorough and professional portfolio.

Entry Requirements

A bachelor degree with an overall grade point average of 5.0 or above (on a 7-point scale). Applicants without the requisite entry requirements may be considered for special entry. Previous tertiary study, grade point average and relevant professional experience at an advanced level will be considered.

Course Structure

To graduate with a Master of Advertising (Creative Advertising), students are required to successfully complete 144 credit points, as specified in the course structure below.

Advanced Standing

Advanced standing of up to 48 credit points may be available to students who have completed an undergraduate degree in Creative Advertising and meet the GPA requirements.

Full time and Part time course structure

February Entry

Semester 1

*Part time students will complete two units per semester.

AMN420	Advertising Management
KIP424	Advertising Creative: Introduction
SELECT	Either KIP401 or KWP401:
KIP401	Visual Communication
KWP401	Media Writing
SELECT	A List B Unit Option

Semester 2

AMN421	Contemporary Issues in Advertising
KKP003	Project Design in the Creative Industries
KIP426	Advertising Creative: Copywriting and Art Direction
KIP429	Advertising Creative: Trends in New Media

Semester 3

KKP004-1	Innovation in the Creative Industries: Major Project
KKP004-2	Innovation in the Creative Industries: Major Project
KKP004-3	Innovation in the Creative Industries: Major Project
KKP004-4	Innovation in the Creative Industries: Major Project

July Entry

Semester 1

AMN420	Advertising Management
KIP424	Advertising Creative: Introduction
KIP426	Advertising Creative: Copywriting and Art Direction
KIP429	Advertising Creative: Trends in New Media

Semester 2

AMN421	Contemporary Issues in Advertising
KKP003	Project Design in the Creative Industries
SELECT	Either KIP401 or KWP401:
KIP401	Visual Communication
KWP401	Media Writing
SELECT	A List B Unit Option

Semester 3

KKP004-1	Innovation in the Creative Industries: Major
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Project	KKP403	Special Topic in the Creative Industries
KKP004-2 Innovation in the Creative Industries: Major Project	KKP404	Policy Development in Creative and Cultural Industries
KKP004-3 Innovation in the Creative Industries: Major Project	KKP405	Co-Creative Media: Digital Storytelling
KKP004-4 Innovation in the Creative Industries: Major Project	KKP406	Global Media and Communication
	KKP407	Creative Industries in Asia
	KKP408	Marketing Arts and Culture

List B - Creative Industries Unit Options

Unit Options

AMN400	Consumer Behaviour	KMB301	The Music Industry
AMN420	Advertising Management	KMB004	World Music
KCB103	Strategic Speech Communication	KMB119	Music and Sound Production 1
KCB302	Political Communication	KMB129	Music and Sound Production 2
KCB304	Managing Communication Resources	KPB207	Film and Television Scriptwriting
KCP402	New Media Studies	KTB207	Staging Australia
KCP407	Applied Professional Communication	KTB210	Creative Industries Management
KFB106	Unspeakable Beauty: A History of Fashion and Style	KTB211	Creative Industries Events and Festivals
KFB205	Fashion and Style Journalism	KTP401	Contemporary Performance
KFB207	Contemporary Fashion	KVB105	Drawing for Design
KFB208	Fashion Portfolio	KVB106	Drawing for Animation
KIB108	Animation History and Practices	KVB204	Graphic Design
KIB203	Introduction to 3D Computer Graphics	KVP402	Photomedia and Creative Practice
KIB205	Programming for Visual Designers and Artists	KWB101	Introduction to Creative Writing
KIB214	Design for Interactive Media	KWB102	Media Writing
KIB225	Character Development, Conceptual Design and Animation Layout	KWB104	Creative Writing: The Short Story
KIP401	Visual Communication	KWB107	Creative Non-Fiction
KIP402	Visual Interactions	KWB206	Youth and Children's Writing
KIP403	Introduction to Web Design and Development	KWB207	Great Books: Creative Writing Classics
KIP404	Digital Media	KWB211	Stylistics and Poetics
KIP405	Animation and Motion Graphics	KWB302	Novel and Genre
KIP424	Advertising Creative: Introduction	KWB304	Editing and Developing the Manuscript
KIP426	Advertising Creative: Copywriting and Art Direction	KWB313	Novel and Memoir
KJB211	Layout and Design	KWP402	Persuasive Writing
KJB222	Online Journalism 1	KWP405	Corporate Writing and Editing
KJB239	Journalism Ethics and Issues	NOTE:	KKB345, KJP404, KMB105, KMB108 and KVB104 may count as List B Unit Options if they were completed in 2009 or prior.
KJB280	International Journalism	Potential Careers:	
KJB304	Sub-Editing	Advertising Professional, Art Project Manager, Media Industry Specialist.	
KJP401	Newsriting		
KJP402	Journalistic Inquiry		
KJP403	Feature Writing		
KKB175	Creative Industries Legal Issues		
KKB350	Creative Industries International Study Tour		
KKN320	Postgraduate Workplace Learning		
KKP402	Business and Corporate Development in the Creative Industries		

Graduate Certificate in Research Commercialisation (IX97)

Year offered: 2010

Admissions: Yes

Course duration (full-time): 1 semester. Subject to maximum time limit of 4 years.

Course duration (part-time): 2 semesters. Subject to maximum time limit of 4 years.

Domestic fees (indicative): 2010: \$9,600 per semester

International Fees (indicative): 2010: \$10,800 (indicative) per semester

Course coordinator: Professor Rod Wissler

Campus: Internet

course structure

Course structure

IFP100	Knowledge Transfer and Research Commercialisation
IFP101	Leadership and Workplace Communication
IFP102	Project Management and Research
IFP103	Public Policy and Research
IFP104	Entrepreneurial Foundations
IFP106	Managing Research Careers
IFP105	Principles and Practice of Research Management
IFP107	Global Sustainability
IFP108	Strategic Issues in Research Management

Potential Careers:

Academic, Administrator, Arts Administrator, Biochemist, Bioengineer, Bioinformatician, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Biotechnology Business/Investment Analyst, Business Analyst, Business Development Officer, Cell Biologist, Civil Engineer, Contract Administrator, Financial Advisor/Analyst, Government Officer, International Business Specialist, Marine Scientist, Market Research Manager, Marketing Officer/Manager, Mathematician, Microbiologist, Policy Officer, Public Servant, Scientist, Social Scientist, Urban Designer, Visual Artist, Web Designer.

Master of Research and Development Management (IX99)

Year offered: 2010

Admissions: Yes

Course duration (full-time): 3 semesters.

Course duration (part-time): 6 semesters.

Domestic fees (indicative): 2010: \$9,600 per semester

International Fees (indicative): 2010: \$10,800 per semester

Course coordinator: Professor Rod Wissler

Campus: Internet

Entry Requirements

The minimum entry requirement for this course is a four year undergraduate degree or three years plus either an honours year or postgraduate coursework year in any discipline. Applicants who do not meet these academic requirements may be eligible to enter the course on the basis of professional activities completed in research management, research commercialisation or related fields that satisfies the course coordinator.

Important Note

This course is an online course and there is no requirement for a face to face session.

Course Enquiries

research.enrolment@qut.edu.au

This course is offered jointly by the 5 ATN universities - Curtin University of Technology ; Queensland University of Technology; RMIT University; University of South Australia ; University of Technology Sydney

Full-time students

Full-time students should enrol in IFP100, IFP105, IFP108, IFP109, IFP110 and 7 other units to complete 144 credit points in three semesters.

Part-time students

Part- time students can enrol in one or two units per semester for up to six semesters maximum.

Early Exit Options

Graduate Certificate and Diploma exit points are available following completion of four and eight units.

Advanced Standing

Students with appropriate prior qualifications and/or professional experience may apply for advanced standing of up to 48CP towards the Master of R&D Management. Recognition for concurrent Professional Development activities may be possible. Registered members of professional societies may be eligible to receive advanced standing for approved professional development activities completed during enrolment in the award.

Concurrent Enrolment

Research students are allowed to enrol concurrently in the Graduate Certificate and in their research course subject to the approval of the Research Degrees Committee.

Research students may apply for leave of absence from their research course for the period of full time enrolment in the Graduate Certificate.

For further information relating to enrolment into a Research and Development Course, including pathways, please refer to Research and Development Courses - Enrolment website

Course structure

IFP110	
IFP100	Knowledge Transfer and Research Commercialisation
IFP101	Leadership and Workplace Communication
IFP102	Research Project Management
IFP103	Public Policy and Research
IFP104	Entrepreneurial Foundations
IFP105	Principles and Practice of Research and Development Management
IFP106	Managing Research Careers
IFP107	Global Sustainability
IFP108	Strategic Issues in Research and Development Management
IFP109	Contexts for Research and Development Management
IFP110	Research & Development Management Project 1
IFP111	Research & Development Management Project 1

Potential Careers:

Academic, Administrator, Biochemist, Bioengineer, Bioinformatician, Biologist, Biomechanical Engineer, Biomedical Engineer, Biotechnologist, Biotechnology Business/Investment Analyst, Business Analyst, Business Development Officer, Cell Biologist, Civil Engineer, Contract Administrator, Financial Advisor/Analyst, Government Officer, International Business Specialist, Marine Scientist, Market Research Manager, Marketing Officer/Manager, Mathematician, Microbiologist, Policy Officer, Public Servant, Scientist, Social Scientist, Urban Designer, Visual Artist, Web Designer.