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 everchanging 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
- o 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 BBSc (Hons) GradCertEd PhD Griff

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

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

Director of the Australian Centre of Philanthropy & Nonprofit 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 BBSc (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 (Comn) 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 (Envt 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 PhDQld

P. Steffens, BEng(Hons) PhD Qld

R. Zolin, BBus QIT, MBus Monash, MA PhD Stanford

RESEARCH CENTRES

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- Economics of optimism
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- Sexual harassment in Australia
- Urban water conservation

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- 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)

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- 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

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 cuttingedge 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 nontechnical 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.gut.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@gut.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 Cor	re 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		
Accountant	icy - o ornit iviajoi	
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 F students)	Regulations - 6 Unit Major (for non-Accounting
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
	cy - Professional Accounting Extension (for
•	al 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
Accountan	cy - Regulation and Tax Extension
	Select four (4) units from:
AYB205	Law of Business Entities
AYB232	Financial Institutions Law
AYB240	Superannuation Regulation and Practice
AVDOEO	Demonal Financial Diameira

Personal Financial Planning

Accountancy Work Placement

Advanced Taxation Law

Business Technologies

AYB250

AYB320

AYB338

AYB114

Forensics Minor

Major
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p Management
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p Management
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			Plus one of the following:	
Second Area of Study		EFB330	Intermediate Macroeconomics	
Economics - 6 Unit Major (for non Finance major students)		EFB331	Intermediate Microeconomics	
EFB222	Quantitative Methods For Economics and Finance	Applied E	conomics minor (for Finance students)	
EFB223	Economics 2	EFB332	Applied Behavioural Economics	
EFB330	Intermediate Macroeconomics	EFB334	Environmental Economics and Policy	
EFB331	Intermediate Microeconomics	EFB330	Intermediate Macroeconomics	
LI DOOT	Plus any two of the following:	EFB331	Intermediate Microeconomics	
EFB332	Applied Behavioural Economics			
EFB333	Introductory Econometrics	Quantitative Finance s	ve Economics minor (for non-Economics and	
EFB334	Environmental Economics and Policy	EFB222	Quantitative Methods For Economics and	
EFB336	International Economics	CFDZZZ	Finance	
EFB337	Game Theory and Applications	EFB223	Economics 2	
LI DOOT	Game meory and Applications	EFB333	Introductory Econometrics	
Economics	s - 6 unit major (for Finance students)		Plus one of the following:	
EFB330	Intermediate Macroeconomics	EFB330	Intermediate Macroeconomics	
EFB331	Intermediate Microeconomics	EFB331	Intermediate Microeconomics	
	Plus four of the following:	EFB332	Applied Behavioural Economics	
EFB332	Applied Behavioural Economics	EFB334	Environmental Economics and Policy	
EFB333	Introductory Econometrics			
EFB334	Environmental Economics and Policy		ve Economic minor (for Finance students)	
EFB336	International Economics	EFB333	Introductory Econometrics	
EFB337	Game Theory and Applications		Plus three of the following:	
Cooperation	Minor (for non Economics and Einenes	EFB330	Intermediate Macroeconomics	
Economics - Minor (for non-Economics and Finance students)		EFB331	Intermediate Microeconomics	
EFB223	Economics 2	EFB332	Applied Behavioural Economics	
EFB330	Intermediate Macroeconomics	EFB334	Environmental Economics and Policy	
EFB331 Intermediate Microeconomics Finance Unit Sets		Init Sets		
Plus one of the following:		2:		
EFB332	Applied Behavioural Economics	Primary M	lajor	
EFB334	Environmental Economics and Policy	Finance -	8 Unit Major	
EFB336	International Economics	EFB201	Financial Markets	
EFB337	Game Theory and Applications	EFB210	Finance 1	
		EFB222	Quantitative Methods For Economics and	
	s minor (for Finance students)		Finance	
EFB330	Intermediate Macroeconomics	EFB223	Economics 2	
EFB331	Intermediate Microeconomics	EFB307	Finance 2	
	Plus two of the following:	EFB312	International Finance	
EFB332	Applied Behavioural Economics	EFB335	Investments	
EFB334	Environmental Economics and Policy	EFB340	Finance Capstone	
EFB336	International Economics	Second A	rea of Study	
EFB337	Game Theory and Applications	Occoria / C	ica di diady	
Applied Ed	conomics Minor (for non-Economics and Finance	Finance -	6 Unit Major (for non Economics students)	
students)	(<u>-</u> 223.0	EFB201	Financial Markets	
EFB223	Economics 2	EFB210	Finance 1	
EFB332	Applied Behavioural Economics	EFB222	Quantitative Methods For Economics and Finance	
EFB334	Environmental Economics and Policy	EFB223	Economics 2	

	FACULIT O	г БОЗ	INESS		
EFB307	Finance 2	Human Ra	esquirce Management Extension /for Human		
EFB312	International Finance		Human Resource Management Extension (for Human Resource Management students)		
Finance - 6	6 unit Major (for Economics students)	MGB305	HRM Strategy and Policy		
EFB210	Finance 1	MGB314	Organisational Consulting and Change		
EFB201	Financial Markets		Plus any two of:		
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 - I	Minor (for non-Finance students)	HRM Mino	or (For non-HRM students)		
EFB201	Financial Markets	TH CIVI IVIIIIC	Choose 1 of the following:		
EFB210	Finance 1	MGB320	Recruitment and Selection		
EFB307	Finance 2	MGB320	Learning and Development in Organisations		
EFB312	International Finance	PLUS:	Choose 3 of the following:		
Ei.	Founds Management F. C.				
	Funds Management Extension	MGB200	Leading Organisations		
EFB308	Finance 3	MGB201	Contemporary Employment Relations		
EFB309	Financial Derivatives	MGB207	Human Resource Issues and Strategy		
EFB326	Applied Portfolio Management	MGB339	Performance and Reward		
EFB333	Introductory Econometrics	Internation	nal Business Unit Sets		
Finance - I	Financial Services Extension	Primary M	ajor		
AYB232	Financial Institutions Law				
EFB310	Financial Institutions - Control		nal Business - 8 Unit Major		
EFB311	Financial Institutions - Lending	AMB210	Importing and Exporting		
EFB339	Financial Planning and Investments	AMB303	International Logistics		
Human Resource Management Unit Sets		AMB336	International Marketing		
		AMB369	International Business Strategy		
Primary Ma	ajor	AYB227	International Accounting		
Human Do	esource Management 8 Unit Major	EFB240	Finance for International Business		
MGB200	Leading Organisations	MGB225	Intercultural Communication and Negotiation Skills		
MGB201	Contemporary Employment Relations	MGB340	International Business in the Asia-pacific		
MGB207 MGB220	Human Resource Issues and Strategy Business Research Methods	Second A	rea of Study		
MGB320	Recruitment and Selection	Internation	nal Business - 6 Unit Major		
MGB331	Learning and Development in Organisations	AMB204	Purchasing and Procurement		
MGB339	Performance and Reward	AMB210	Importing and Exporting		
MGB370	Personal and Professional Development	AMB303	International Logistics		
	. 5.55 fai and i 15.555 onal Bovolopinon	AMB336	International Marketing		
Second Ar	rea of Study	MGB225	Intercultural Communication and Negotiation		
Human Re	esource Management 6 Unit Major		Skills		
MGB200	Leading Organisations	MGB340	International Business in the Asia-pacific		
MGB201	Contemporary Employment Relations	Internation	nal Logistics - 6 Unit Major		
MGB207	Human Resource Issues and Strategy	AMB204	Purchasing and Procurement		
MGB320	Recruitment and Selection	AMB210	Importing and Exporting		
MGB331	Learning and Development in Organisations	AMB303			
MGB331	Performance and Reward		International Logistics		
INIGOSSA	i Chomiance and Neward	AMB336	International Marketing		

	FACULIT	Jr bus	INESS
MGB210	Managing Operations	MGB223	Entrepreneurship and Innovation
MGB335	Project Management	MGB324	Managing Business Growth
Internation	nal Logistics - Minor		Plus two of the following:
AMB204	Purchasing and Procurement	MGB200	Leading Organisations
AMB210	Importing and Exporting	MGB210	Managing Operations
AMB303	International Logistics	MGB225	Intercultural Communication and Negotiation
MGB210	Managing Operations	MGB310	Skills Sustainability in A Changing Environment
Internation	nal Business - Minor (for non International	Minor - Ma	nagement (for non-Management students)
Business s		MGB309	Strategic Management
AMB210	Importing and Exporting	Webee	Plus three of the following:
AMB336	International Marketing	MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation	MGB210	Managing Operations
MODO40	Skills	MGB213	Entrepreneurship and Innovation
MGB340	International Business in the Asia-pacific	MGB225	Intercultural Communication and Negotiation
Managemo	ent Unit Sets		Skills
Primary M	ajor	MGB310	Sustainability in A Changing Environment
Manageme	ent - 8 Unit Major	Marketing	Unit Sets
MGB200	Leading Organisations	Primary M	ajor
MGB210	Managing Operations		·
MGB223	Entrepreneurship and Innovation		- 8 Unit Major
MGB225	Intercultural Communication and Negotiation	AMB200	Consumer Behaviour
	Skills	AMB201	Marketing and Audience Research
MGB309	Strategic Management	AMB202	Integrated Marketing Communication
MGB310	Sustainability in A Changing Environment	AMB240	Marketing Planning and Management
MGB324	Managing Business Growth	AMB335	E-marketing Strategies
MGB335	Project Management	AMB336	International Marketing
Second Ar	rea of Study	AMB340 AMB359	Services Marketing Strategic Marketing
	ent - 6 Unit Major		<u> </u>
MGB200	•	Second Ar	ea of Study
MGB210	Leading Organisations Managing Operations	Marketing	- 6 Unit Major
MGB210		AMB200	Consumer Behaviour
MGB225	Entrepreneurship and Innovation Intercultural Communication and Negotiation	AMB201	Marketing and Audience Research
IVIGD223	Skills	AMB202	Integrated Marketing Communication
MGB310	Sustainability in A Changing Environment	AMB240	Marketing Planning and Management
MGB309	Strategic Management	AMB336	International Marketing
Managara	ont Extension (for Management Students)	AMB340	Services Marketing
	ent Extension (for Management Students)	N. 1 (1)	<u> </u>
MGB201	Contemporary Employment Relations	Marketing	- Extension
MGB331	Learning and Development in Organisations		Choose 4 from:
AMB252	Plus any two of:	AMB206	Social Marketing
ムルバドノケノ	Business Decision Making	AMB251	Innovation and Brand Management
	Indopondont Study	AMB252	Business Decision Making
MGB306	Independent Study		
MGB306 MGB338	Workplace Learning	AMB303	International Logistics
MGB306	•	AMB303 AMB310 AMB350	International Logistics Internship

	FACULTY (<u> </u>	BUS	INESS
Marketing	- Minor		BSB126	Marketing
AMB200	Consumer Behaviour			Faculty Core Unit
AMB201	Marketing and Audience Research			Faculty Core Unit
AMB202	Integrated Marketing Communication			Faculty Core Unit
AMB240	Marketing Planning and Management		Year 1, Se	mostor 2
O 1 N4:			BSB115	Management
Sales - Mi			AMB201	•
AMB331	Direct Marketing			Marketing and Audience Research Marketing Planning and Management
AMB249	Professional Selling		AMB240	
AMB350	Sales and Customer Relationship Management		AMB200	Consumer Behaviour
MGB225	Intercultural Communication and Negotiation Skills		Year 2, Se	emester 1
			MGB200	Leading Organisations
Tourism a	nd Entertainment Marketing Minor		AMB202	Integrated Marketing Communication
AMB207	Entertainment Marketing			Elective Unit
AMB209	Tourism Marketing			Elective Unit
AMB208	Events Marketing			
AMB264	Public Relations Techniques		Year 2, Se	
Public Rel	ations Unit Sets			Faculty Core Unit
			MGB223	Entrepreneurship and Innovation
Primary M	ajor		MGB309	Strategic Management
Public Rel	ations - 8 Unit Major		MGB310	Sustainability in A Changing Environment
AMB201	Marketing and Audience Research		Year 3, Se	emester 1
AMB263	Introduction To Public Relations		AMB335	E-marketing Strategies
AMB264	Public Relations Techniques			OR
AMB372	Public Relations Planning		MGB324	Managing Business Growth
AMB373	Corporate Communication		MGB225	Intercultural Communication and Negotiation
AMB374	Global Public Relations Cases		A M D 2 4 O	Skills
AMB375	Public Relations Management		AMB340	Services Marketing
AMB379	Public Relations Campaigns		MGB210	Managing Operations
Socond Ar	rea of Study		Year 3, Se	
Second Ai	ea of Study			Faculty Core Unit
Public Rela	ations - 6 Unit Major			Faculty Core Unit
AMB201	Marketing and Audience Research		AMB336	International Marketing
AMB263	Introduction To Public Relations		MGB335	Project Management
AMB264	Public Relations Techniques			OR
AMB372	Public Relations Planning		AMB359	Strategic Marketing
AMB373	Corporate Communication		Marketing	and Management Course Structure - Sem 2
AMB374	Global Public Relations Cases		_	O YEAR) (for Caboolture students only)
Public Rela	ations Minor (for non Public Relations students)		Year 1, Se	emester 2
AMB263	Introduction To Public Relations		BSB115	Management
AMB264	Public Relations Techniques		202110	Faculty Core Unit
AMB372	Public Relations Planning			Faculty Core Unit
AMB374	Global Public Relations Cases			Faculty Core Unit
Marketing	and Management Course Structure - Sem 1		\/	•
	D YEAR) (for Caboolture students only)		Year 2, Se	
•			BSB126	Marketing

Year 1, Semester 1

Faculty Core Unit

Faculty Core Unit MGB210 Managing Operations MGB200 Leading Organisations **Elective Unit** Year 2, Semester 2 Year 2, Semester 2 AMB201 Marketing and Audience Research AMB200 Consumer Behaviour **AMB240** Marketing Planning and Management MGB223 Entrepreneurship and Innovation MGB309 Strategic Management **AMB336** International Marketing MGB310 Sustainability in A Changing Environment **Faculty Core Unit** Year 3, Semester 1 MGB225 Year 3, Semester 1 Intercultural Communication and Negotiation Skills AMB202 Integrated Marketing Communication AMB340 Services Marketing **AMB335** E-marketing Strategies MGB210 Managing Operations **AMB335** E-marketing Strategies MGB324 Managing Business Growth **AMB340** Services Marketing **AMB335** E-marketing Strategies Elective Year 3, Semester 2 Year 3, Semester 2 MGB223 Entrepreneurship and Innovation **Faculty Core Unit** MGB335 **Project Management** MGB309 Strategic Management MGB310 Sustainability in A Changing Environment **AMB359** Strategic Marketing **MGB335 Project Management AMB336** International Marketing OR **AMB200** Consumer Behaviour AMB359 Strategic Marketing Year 4, Semester 1 Marketing and Management Course Structure - Sem 2 entry (EVEN YEAR) (for Caboolture students only) AMB202 **Integrated Marketing Communication Faculty Core Unit** Year 1, Semester 2 **Elective Unit BSB115** Management MGB324 Managing Business Growth **Faculty Core Unit** Faculty Core Unit **Elective Unit** Faculty Core Unit Marketing and Management Course Structure - Sem 1 Year 2, Semester 1 entry (EVEN YEAR) (for Caboolture students only) BSB126 Marketing Year 1, Semester 1 MGB200 Leading Organisations Marketing BSB126 MGB225 Intercultural Communication and Negotiation Skills **Faculty Core Unit** MGB210 **Managing Operations Faculty Core Unit Faculty Core Unit** Year 2, Semester 2 **AMB201** Marketing and Audience Research Year 1, Semester 2 **AMB240** Marketing Planning and Management **BSB115** Management MGB309 Strategic Management AMB201 Marketing and Audience Research AMB200 Consumer Behaviour **AMB240** Marketing Planning and Management **Faculty Core Unit** Year 3, Semester 1 **Faculty Core Unit** Year 2, Semester 1 AMB202 **Integrated Marketing Communication** MGB200 Leading Organisations

MGB225

Intercultural Communication and Negotiation

AMB340

Services Marketing

AMB335 E-marketing Strategies

Or

Faculty Core Unit

AMB340 Services Marketing
AMB359 Strategic Marketing

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	Lead	ling (Orgar	nisations	,
			_		

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

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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 '

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			
RSR111	Rusiness Lav			

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.

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

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

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

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 2 Entry)

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

AYB250

AYB320

Personal Financial Planning

Advanced Taxation Law

Year 1, Semester 1		Year 1, Se	emester 2
BSB110	Accounting	BSB110	Accounting
BSB111	Business Law and Ethics	BSB111	Business Law and Ethics
BSB113	Economics	BSB113	Economics
BSB124	Working in Business	BSB124	Working in Business
Year 1, Se	emester 2	Year 2, Se	emester 1
BSB123	Data Analysis	BSB115	Management
BSB115	Management	BSB123	Data Analysis
AYB200	Financial Accounting	AYB200	Financial Accounting
AYB225	Management Accounting	AYB225	Management Accounting
Year 2, Se	emester 1	Year 2, Se	emester 2
AYB219	Taxation Law	AYB221	Computerised Accounting Systems
AYB221	Computerised Accounting Systems	AYB219	Taxation Law
EFB210	Finance 1	EFB210	Finance 1
	2nd Minor or Elective Unit		2nd Minor or Elective
Year 2, Semester 2		Year 3, Se	emester 1
AYB230	Corporations Law	AYB340	Company Accounting
AYB321	Strategic Management Accounting	AYB321	Strategic Management Accounting
AYB340	Company Accounting	AYB230	Corporations Law
	Professional Accounting Unit or 2nd Minor or Elective		Professional Accounting Unit or 2nd Minor or Elective
Year 3, Semester 1		Year 3, Se	emester 2
AYB311	Financial Accounting Issues	AYB311	Financial Accounting Issues
BSB119	Global Business	BSB119	Global Business
	Professional Accounting Unit or 2nd Minor or Elective		Professional Accounting Unit or 2nd Minor or Elective
	2nd Minor or Elective Unit		2nd Minor or Elective
Year 3, Semester 2		Year 4, Se	emester 1
AYB301	Audit and Assurance	AYB339	Accountancy Capstone
AYB339	Accountancy Capstone	BSB126	Marketing
BSB126	Marketing	AYB301	Audit and Assurance
	2nd Minor or Elective Unit		2nd Minor or Elective
Professional Accountancy Extension		Profession	nal Accountancy Extension
	To complete the Professional Accounting extension student must select one of the following:		To complete the Professional Accounting extension student must select one of the following:
AYB227	International Accounting	AYB227	International Accounting
AYB240	Superannuation Regulation and Practice	AYB240	Superannuation Regulation and Practice
AVDOEO	Developed Financial Diagrams	AVDOEO	Demonal Financial Diameira

AYB250

AYB320

Personal Financial Planning

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	O F	BUS	INESS
Year 6, Sei	mester 1		INB312	Enterprise Systems Applications
AYB311	Financial Accounting Issues		PLUS:	select two (2) units from:
BSB119	Global Business		AYB221	Computerised Accounting Systems
.,			INB220	Business Analysis
Year 6, Sei			INB311	Enterprise Systems
AYB339	Accountancy Capstone		INB342	Enterprise Data Mining
BSB126	Marketing		INB343	Advanced Data Mining and Data Warehousing
Year 7, Sei	mester 1		Business I	Regulations - 6 Unit Major (for non-Accounting
AYB301	Audit and Assurance		students)	<u> </u>
	2nd Minor or Elective		AYB219	Taxation Law
Professiona	al Accountancy Extension		AYB320	Advanced Taxation Law
	To complete the Professional Accounting		MGB201	Contemporary Employment Relations
	extension student must select one of the following		MGB339	Performance and Reward
AYB227	International Accounting		PLUS:	select two (2) units from:
AYB240	Superannuation Regulation and Practice		AMB231	Marketing Communications Regulations and Ethics
AYB250	Personal Financial Planning		AYB115	Governance Issues and Fraud
AYB320	Advanced Taxation Law		AYB205	Law of Business Entities
	Please check unit availability when choosing		AYB230	Corporations Law
	an Extension, Minor or Elective units. List of Minors can be viewed under BS05		AYB232	Financial Institutions Law
	(Accountancy) Units Sets.		AYB240	Superannuation Regulation and Practice
Accountancy Unit Sets			AYB250	Personal Financial Planning
710004111411			Accountan	Drofossional Associating Extension (for
Primary Major				ncy - Professional Accounting Extension (for all recognition)
Accountancy - 8 Unit Major			AYB230	Corporations Law
AYB200	Financial Accounting		AYB321	Strategic Management Accounting
AYB225	Management Accounting		EFB210	Finance 1
AYB221	Computerised Accounting Systems		PLUS:	select one (1) unit from:
AYB219	Taxation Law		AYB227	International Accounting
AYB340	Company Accounting		AYB240	Superannuation Regulation and Practice
AYB311	Financial Accounting Issues		AYB250	Personal Financial Planning
AYB301	Audit and Assurance		AYB320	Advanced Taxation Law
AYB339	Accountancy Capstone		Accountar	ncy - Regulation and Tax Extension
Second Are	ea of Study			Select four (4) units from:
	·		AYB205	Law of Business Entities
	cy - 6 Unit Major		AYB232	Financial Institutions Law
AYB200	Financial Accounting		AYB240	Superannuation Regulation and Practice
AYB225	Management Accounting		AYB250	Personal Financial Planning
AYB219	Taxation Law		AYB320	Advanced Taxation Law
AYB221	Computerised Accounting Systems		AYB338	Accountancy Work Placement
AYB340	Company Accounting			N#:
AYB301	Audit and Assurance		Forensics	
Forensics -	· 6 Unit Major		AYB114	Business Technologies
AYB114	Business Technologies		AYB115	Governance Issues and Fraud
AYB115	Governance Issues and Fraud		AYB341	Forensic and Business Intelligence
AYB341	Forensic and Business Intelligence		PLUS:	select one (1) unit from:
	J		AYB205	Law of Business Entities

AYB221	Computerised Accounting Systems	
AYB338	Accountancy Work Placement	
Superannu	ation 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)		

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

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/

Potential Careers:

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

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 quest lecturers.

Our lecturers have worked in the industry, and bring realworld 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)

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

Year 3, Semester 2

AMB339 Advertising Campaigns

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 (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

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.

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

Advertising (Part-time Semester 2 Entry)

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	Mai	or
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AMB200	Consumer	Behaviou
AIVIDZOO	Consumo	Denaviou

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

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.gut.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

AMB220 Advertising Theory and Practice **BSB110** Accounting BSB115 Management 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

BSB110

BSB115

AMB201

AMB263

Year 2, Semester 1

Consumer Behaviour

Marketing and Audience Research

Introduction To Public Relations
Remaining Faculty Core OR Elective

Accounting

Management

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

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 loate data for your ahnalysis, 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 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 (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 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 (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

Economics Option List

Remaining Faculty Core OR Second Area of Study OR Elective

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

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 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 veiwed 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

BSB119 **EFB337** Game Theory and Applications **Global Business** Quantitative Methods For Economics and **EFB222** Important Information Finance Please note: List of Second Area of Study can Year 3, Semester 1 be veiwed under BS05 (Economics) Unit Sets. BSB110, BSB111, BSB115 and BSB126 are **EFB331** Intermediate Microeconomics the remaining Faculty Core units which must be completed. Check unit availability when Remaining Faculty Core OR Second Area of selecting Second Area of Study units. Study OR Elective **Economics Unit Sets** Year 3, Semester 2 **Economics Option List Primary Major** Remaining Faculty Core OR Second Area of Study OR Elective Economics - 8 Unit Major **EFB222** Quantitative Methods For Economics and Year 4, Semester 2 Finance **Economics Option List EFB223 Economics 2** Remaining Faculty Core OR Second Area of **EFB330** Intermediate Macroeconomics Study OR Elective **EFB331** Intermediate Microeconomics Year 4, Semester 1 **EFB338** Contemporary Application of Economic Theory **EFB330** Intermediate Macroeconomics Plus any three of the following: Remaining Faculty Core OR Second Area of **EFB332** Applied Behavioural Economics Study OR Elective **EFB333** Introductory Econometrics Year 5, Semester 1 **EFB334 Environmental Economics and Policy Economics Option List EFB336** International Economics Remaining Faculty Core OR Second Area of **EFB337** Game Theory and Applications Study OR Elective Second Area of Study Year 5, Semester 2 **EFB338** Contemporary Application of Economic Theory Economics - 6 Unit Major (for non Finance major students) Remaining Faculty Core OR Second Area of **EFB222** Quantitative Methods For Economics and Study OR Elective **Finance EFB223 Economics 2** Year 6, Semester 1 **EFB330** Intermediate Macroeconomics **Economics Option List EFB331** Intermediate Microeconomics Remaining Faculty Core OR Second Area of Plus any two of the following: Study OR Elective **EFB332** Applied Behavioural Economics Year 6, Semester 2 **EFB333** Introductory Econometrics **Economics Option List EFB334 Environmental Economics and Policy** Remaining Faculty Core OR Second Area of **EFB336** International Economics Study OR Elective **EFB337** Game Theory and Applications Year 7, Semester 1 Economics - 6 unit major (for Finance students) **Economics Option List EFB330** Intermediate Macroeconomics Remaining Faculty Core OR Second Area of Study OR Elective **EFB331** Intermediate Microeconomics Plus four of the following: **Economics Option List EFB332 Applied Behavioural Economics** Student must choose 3 units from the following: **EFB333** Introductory Econometrics Applied Behavioural Economics **EFB332 EFB334 Environmental Economics and Policy EFB333** Introductory Econometrics **EFB336** International Economics **EFB334 Environmental Economics and Policy EFB337** Game Theory and Applications **EFB336** International Economics Economics - Minor (for non-Economics and Finance

	IACOLII	<u> </u>	<u> </u>	N L O O
students)			EFB332	Applied Behavioural Economics
EFB223	Economics 2		EFB334	Environmental Economics and Policy
EFB330	Intermediate Macroeconomics		Languages	Course structure
EFB331	Intermediate Microeconomics			
	Plus one of the following:		Important In	nformation:
EFB332	Applied Behavioural Economics			Languages are delivered through an
EFB334	Environmental Economics and Policy			Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith
EFB336	International Economics			University (GU).
EFB337	Game Theory and Applications			In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:
	s minor (for Finance students)			• French (UQ)
EFB330	Intermediate Macroeconomics			• German (UQ)
EFB331	Intermediate Microeconomics			• Indonesian (UQ)
	Plus two of the following:			• Italian (GU)
EFB332	Applied Behavioural Economics			` '
EFB334	Environmental Economics and Policy			Japanese (UQ and GU)
EFB336	International Economics			Korean (UQ)
EFB337	Game Theory and Applications			Mandarin (QUT)
				• Russian (UQ)
Applied Ed students)	conomics Minor (for non-Economics and Finance			Spanish (UQ and GU)
,	Faceration 2			If you wish to study a language other than
EFB223	Economics 2			Mandarin you will be able to enrol as a cross institutional student at GU or UQ. You can
EFB332	Applied Behavioural Economics			access enrolment information and the cross
EFB334	Environmental Economics and Policy			institutional application at www.bus.qut.edu.au/study/languages/
	Plus one of the following:			To satisfy requirements of a second major or
EFB330	Intermediate Macroeconomics			minor, the same language must be studied and
EFB331	Intermediate Microeconomics			undertaken at the same university. Students wishing to study a language as a 6
Applied Ed	conomics minor (for Finance students)			unit major should enrol in the first language unit in their first semester.
EFB332	Applied Behavioural Economics			For further information regarding languages,
EFB334	Environmental Economics and Policy			refer to
EFB330	Intermediate Macroeconomics			http://www.bus.qut.edu.au/study/languages/
EFB331	Intermediate Microeconomics		Economics	with Finance Second Major
	ve Economics minor (for non-Economics and		Year 1, Sen	mester 1
Finance st	,		BSB113	Economics
EFB222	Quantitative Methods For Economics and Finance		BSB119	Global Business
EFB223			BSB123	Data Analysis
	Economics 2		BSB124	Working in Business
EFB333	Introductory Econometrics		DOD 124	Working in Dusiness
	Plus one of the following:		Year 1, Sen	mester 2
EFB330	Intermediate Macroeconomics		BSB110	Accounting
EFB331	Intermediate Microeconomics		BSB115	Management
EFB332	Applied Behavioural Economics		EFB222	Quantitative Methods For Economics and
EFB334	Environmental Economics and Policy			Finance
Quantitativ	ve Economic minor (for Finance students)		EFB223	Economics 2
EFB333	Introductory Econometrics		Year 2, Sen	mester 1
	Plus three of the following:		EFB330	Intermediate Macroeconomics
	. 105 throo of the following.			Intermediate Microeconomics
EEB330	Intermediate Macroeconomics		EEB 331	
EFB330 EFB331	Intermediate Macroeconomics Intermediate Microeconomics		EFB331 EFB210	Finance 1

Remaining Faculty Core OR Elective

Year 2, Semester 2

EFB201 Financial Markets

EFB307 Finance 2

Economics Option 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 2

EFB338 Contemporary Application of Economic Theory

EFB340 Finance Capstone

Economics Option 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

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 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

EFB331 Intermediate Microeconomics

AYB200 Financial Accounting

AYB225 Management Accounting

Year 2, Semester 2

AYB219 Taxation Law

AYB221 Computerised Accounting Systems

Economics Options 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

AYB301 Audit and Assurance

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. 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 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

	FACULTY	OF BUS	INESS
Year 2, Se	emester 1		Finance
EFB330	Intermediate Macroeconomics	EFB223	Economics 2
EFB331	Intermediate Microeconomics	Year 2, Se	amastar 1
AMB204	Purchasing and Procurement	EFB330	Intermediate Macroeconomics
AMB210	Importing and Exporting	EFB331	Intermediate Microeconomics
		MGB210	Managing Operations
Year 2, Se		MGB210 MGB223	Entrepreneurship and Innovation
MGB225	Intercultural Communication and Negotiation Skills		
	Economics Options List	Year 2, Se	
	Remaining Faculty Core OR Elective	MGB200	Leading Organisations
	Remaining Faculty Core OR Elective	MGB225	Intercultural Communication and Negotiation Skills
Year 3, Se	emester 1		Economics Options List
AMB303	International Logistics		Remaining Faculty Core OR Elective
AMB336	International Marketing	Year 3, Se	emester 1
	Economics Options List	MGB309	Strategic Management
	Remaining Faculty Core OR Elective		Economics Options List
Year 3, Semester 2			Remaining Faculty Core OR Elective
EFB338	Contemporary Application of Economic Theory		Remaining Faculty Core OR Elective
MGB340	International Business in the Asia-pacific		
WODOTO	Economics Options List	Year 3, Se	
	Remaining Faculty Core OR Elective	EFB338	Contemporary Application of Economic Theory
	Nomaning Faculty Core Of Elective	MGB310	Sustainability in A Changing Environment
Economic	s Options List		Economics Options List
	Student must choose 3 units from the following:		Remaining Faculty Core OR Elective
EFB332	Applied Behavioural Economics	Economics	s Options List
EFB333	Introductory Econometrics		Student must choose 3 units from the following:
EFB334	Environmental Economics and Policy	EFB332	Applied Behavioural Economics
EFB336	International Economics	EFB333	Introductory Econometrics
EFB337	Game Theory and Applications	EFB334	Environmental Economics and Policy
Important	Information	EFB336	International Economics
mportant	Please note: List of Second Area of Study can be veiwed under BS05 (Economics) Unit Sets.	EFB337	Game Theory and Applications
	BSB111 and BSB126 are the remaining	Important	Information
	Faculty Core units which must be completed. Check unit availability when selecting Second		Please note: List of Second Area of Study can be veiwed under BS05 (Economics) Unit Sets.

Area of Study units.

Economics with Management Second Major

Year 1, Se	mester 1
BSB113	Economics
BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
Year 1, Se	mester 2

BSB110 Accounting BSB115 Management

EFB222 Quantitative Methods For Economics and 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, Se	emester 1			
BSB113	Economics			
BSB123	Data Analysis			
BSB124	Working in Business			
BSB126	Marketing			
Year 1, Se	emester 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

EFB332 EFB333

Student must choose 3 units from the following:
Applied Behavioural Economics
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 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

Marketing

Year 2, Semester 1

BSB126

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

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/

Finance with Economics Second Major

Year 1, Semester 1 BSB113 Economics BSB123 Data Analysis BSB124 Working in Business BSB126 Marketing

Year 1, Se	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,	Semes	ter	2

EFB312

EED225

EFB223	Economics 2
	Remaining Faculty Core OR Elective

International Finance

Remaining Faculty Core OR Elective

Year	3.	Semester	1
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ELDOOO	Investments
EFB330	Intermediate Macroeconomics
EFB331	Intermediate Microeconomics
	Economics Options List

Investments

Year 3, Semester 2

EFB340	Finance Capstone
	Economics Options List
	Economics Options List

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

Year 1, Semester 1

Year 2, Semester 1

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 Accountancy Second Major

BSB113 Economics BSB119 Global Business	
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DODAGO Dete Acelesia	
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	

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			

	remaining raddity core on Elective
Year 3, Se	emester 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	, Ser	nester	1
BSB11	3	Fronc	'n

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 EFB210 BSB123 Data Analysis Finance 1 Working in Business EFB222 Quantitative Methods For Economics and **BSB124** Finance **BSB126** Marketing Year 2, Semester 1 Year 1, Semester 2 EFB201 **Financial Markets** BSB110 Accounting **EFB307** Finance 2 **BSB119 Global Business** Remaining Faculty Core OR Elective **EFB210** Finance 1 Remaining Faculty Core OR Elective **EFB222** Quantitative Methods For Economics and Finance Year 2, Semester 2 Year 2, Semester 1 **EFB312** International Finance EFB201 **Financial Markets EFB223 Economics 2 EFB307** Finance 2 **EFB308** Finance 3 AMB200 Consumer Behaviour Remaining Faculty Core OR Elective **AMB201** Marketing and Audience Research Year 3, Semester 1 Year 2, Semester 2 **EFB335** Investments **EFB223 Economics 2 EFB309 Financial Derivatives EFB312** International Finance **EFB333** Introductory Econometrics **Integrated Marketing Communication** Remaining Faculty Core OR Elective **AMB202** AMB240 Marketing Planning and Management Year 3, Semester 2 Year 3, Semester 1 EFB340 Finance Capstone **EFB335** Investments **EFB326** Applied Portfolio Management Remaining Faculty Core OR Elective Important Information Year 3, Semester 2 Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. **EFB340 Finance Capstone** BSB111 and BSB115 are the remaining Faculty Core units which must be completed. Check unit availability when selecting Second AMB336 International Marketing AMB340 Services Marketing Area of Study units. Remaining Faculty Core OR Elective **Finance with Financial Services Extension** Important Information Year 1, Semester 1 Please note: List of Second Area of Study can be viewed under BS05 (Finance) Unit Sets. **BSB113 Economics** BSB111 and BSB115 are the remaining **BSB123 Data Analysis** Faculty Core units which must be completed. Check unit availability when selecting Second Working in Business BSB124 Area of Study units. **BSB126** Marketing **Finance with Funds Management Extension** Year 1, Semester 2 Year 1, Semester 1 **BSB110** Accounting **BSB113 Economics BSB119 Global Business BSB123 Data Analysis EFB210** Finance 1 BSB124 Working in Business **EFB222** Quantitative Methods For Economics and **Finance** BSB126 Marketing Year 2, Semester 1 Year 1, Semester 2

BSB110

BSB119

Accounting

Global Business

BSB111

EFB201

Business Law and Ethics

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 Practicing 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

Remaining Faculty Core OR Second Area of 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

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

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

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

	FACULTY	O F	BUSI	NESS
MGB201	Contemporary Employment Relations			undertaken at the same university.
MGB207	IGB207 Human Resource Issues and Strategy			Students wishing to study a language as a 6
MGB320	Recruitment and Selection			unit major should enrol in the first language unit in their first semester.
MGB331 Learning and Development in Organisations				For further information regarding languages,
MGB339	Performance and Reward			refer to http://www.bus.qut.edu.au/study/languages/
Human Resource Management Extension (for Human Resource Management students)		Human Resource Management(HRM) with HRM Extension (Full-time Semester 1 Entry)		
MGB305	HRM Strategy and Policy			(an anno connector :,
MGB314	MGB314 Organisational Consulting and Change		Year 1, Semester 1	
	Plus any two of:	E	BSB115	Management
MGB225	Intercultural Communication and Negotiation	E	BSB111	Business Law and Ethics
	Skills		BSB123	Data Analysis
MGB306	Independent Study	Е	BSB124	Working in Business
MGB309	Strategic Management			

HRM Minor (For non-HRM students)

MGB338

Choose 1 of the following:

Workplace Learning

MGB320 Recruitment and Selection

MGB331 Learning and Development in Organisations

PLUS: Choose 3 of the following: MGB200 Leading Organisations

Contemporary Employment Relations MGB201 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.gut.edu.au/study/languages/

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

Year 1, Se	mester 1
BSB115	Management
BSB111	Business Law and Ethics
BSB123	Data Analysis
BSB124	Working in Business
Year 1, Se	mester 2
BSB110	Accounting
BSB126	Marketing
MGB200	Leading Organisations
MGB207	Human Resource Issues and Strategy
Year 2, Se	emester 1
MGB201	Contemporary Employment Relations
MGB220	Business Research Methods
	HRM Extension unit OR Elective
	HRM Extension unit OR Elective
Vear 2 Se	moster 2

Year 2, Semester 2

BSB119

BSB113 **Economics** HRM Extension unit OR Elective

Global Business

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

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

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) 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

Second Area of Study OR Elective

Year 6, Semester 2

MGB305 HRM Strategy and Policy

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

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

MGB339 Performance and Reward

Remaining Faculty Core OR Second Area of

Study OR Elective

Year 5 Semester 2

MGB320 Recruitment and Selection

Remaining Faculty Core OR Second Area of

Study OR Elective

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

Year 7 Semester 1

Remaining Faculty Core OR Second Area of

Study OR Elective

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

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, Semeser 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 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

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 veiwed 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, Semeser 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 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 veiwed 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 (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

BUSINESS FACULTY O F

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 4, Semester 2

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 5, Semester 2

MGB340 International Business in the Asia-pacific

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 6. 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 (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.

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

Year 1, Semester 2

BSB119 **Global Business**

BSB113 Economics

Year 2, Semester 1

BSB110 Accounting

BSB124 Working in Business

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

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 4, Semester 1

AYB227 International Accounting

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 5, Semester 2

MGB340 International Business in the Asia-pacific

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 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 (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.

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

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.gut.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

International Duainage in the Asia position

Year 2, Semeser 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

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 veiwed 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.

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, Semeser 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

Remaining Faculty Core OR Elective

Important Information

Please note: List of Second Area of Study can be veiwed 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.

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 Kavoos 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

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 veiwed 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 veiwed 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 veiwed 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 veiwed 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

Manageme	ent - 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

MCB223

MGB310

MODZZJ	Entrepreneuranip 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

Entrepreneurship and Innovation

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

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 Working in Business **BSB124 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

Entrepreneurship and Innovation

Managing Operations

Accounting

Data Analysis

MGB210

BSB110

BSB123

MGB223

	FACULIT O	г виз	INESS		
Year 2, Se	emester 2	Year 3. Se	Year 3, Semester 1		
MGB310	Sustainability in A Changing Environment	MGB309	Strategic Management		
MGB201	Contemporary Employment Relations	MGB324	Managing Business Growth		
	Management extension option unit	MGB331	Learning and Development in Organisations		
	Elective	MGB339	Performance and Reward		
Year 3, Se	emester 1	V0 0			
MGB309	Strategic Management	Year 3, Se			
MGB324	Managing Business Growth	MGB335 MGB320	Project Management Recruitment and Selection		
MGB331	Learning and Development in Organisations	MGB370	Personal and Professional Development		
	Elective	MGB370	Elective		
Year 3, Se	emester 2	Managem	ent with International Business Second Major		
MGB335	Project Management				
	Management extension option unit	Year 1, Se			
	Elective	BSB115	Management		
	Elective	BSB119	Global Business		
Manageme	ent Option unit list	BSB124	Working in Business		
	Choose two of the following:	BSB126	Marketing		
AMB252	Business Decision Making	Year 1, Se	emester 2		
MGB338	Workplace Learning	BSB111	Business Law and Ethics		
MGB370	Personal and Professional Development	BSB113	Economics		
MGB306	Independent Study	MGB200	Leading Organisations		
Manageme	ent with Human Resource Management	MGB225	Intercultural Communication and Negotiation		
Second M			Skills		
		Year 2, Se	emester 1		
Year 1, Se		BSB110	Accounting		
BSB115	Management	MGB210	Managing Operations		
BSB119	Global Business	MGB223	Entrepreneurship and Innovation		
BSB124	Working in Business	AMB204	Purchasing and Procurement		
BSB126	Marketing	Year 2, Semester 2			
Year 1, Se	emester 2	MGB310	Sustainability in A Changing Environment		
BSB111	Business Law and Ethics	BSB123	Data Analysis		
BSB113	Economics	AMB210	Importing and Exporting		
MGB200	Leading Organisations	AMB252	Business Decision Making		
MGB225	Intercultural Communication and Negotiation Skills	Year 3, Se	amostor 1		
		MGB309	Strategic Management		
Year 2, Se		MGB303	Managing Business Growth		
BSB110	Accounting	AMB303	International Logistics		
MGB210	Managing Operations	AMB336	International Marketing		
MGB223	Entrepreneurship and Innovation	7 11112000	monatorial marketing		
MGB207	Human Resource Issues and Strategy	Year 3, Se			
Year 2, Se	emester 2	MGB335	Project Management		
MGB310	Sustainability in A Changing Environment	MGB340	International Business in the Asia-pacific		
BSB123	Data Analysis		Elective		
MGB201	Contemporary Employment Relations		Elective		
	Elective	Managem	ent with Marketing Second Major		
		-	- · · · · ·		

	FACULIT	UF	603	INESS
			MGB200	Leading Organisations
Year 1, Se	emester 1		MGB210	Managing Operations
BSB115	Management		MGB223	Entrepreneurship and Innovation
BSB119	Global Business		MGB225	Intercultural Communication and Negotiation
BSB124	Working in Business		1400000	Skills
BSB126	Marketing		MGB309	Strategic Management
Year 1, Se	emester 2		MGB310	Sustainability in A Changing Environment
BSB111	Business Law and Ethics		MGB324	Managing Business Growth
BSB113	Economics		MGB335	Project Management
MGB200	Leading Organisations		Marketing	Units
MGB225	Intercultural Communication and Negotiation		AMB200	Consumer Behaviour
	Skills		AMB201	Marketing and Audience Research
Year 2, Se	emester 1		AMB202	Integrated Marketing Communication
BSB110	Accounting		AMB240	Marketing Planning and Management
MGB223	Entrepreneurship and Innovation		AMB335	E-marketing Strategies
MGB223	Managing Operations		AMB336	International Marketing
AMB202	Integrated Marketing Communication		AMB340	Services Marketing
AIVIDZUZ	integrated Marketing Communication		AMB359	Strategic Marketing
Year 2, Se	emester 2		Marketing	and Management Course Structure - Sem 1
BSB123	Data Analysis		_	D YEAR) (for Caboolture students only)
MGB310	Sustainability in A Changing Environment			
AMB200	Consumer Behaviour		Year 1, Se	
AMB201	Marketing and Audience Research		BSB126	Marketing
Year 3, Se	emester 1			Faculty Core Unit
MGB309	Strategic Management			Faculty Core Unit
MGB324	Managing Business Growth			Faculty Core Unit
AMB240	Marketing Planning and Management		Year 1, Se	emester 2
	Elective		BSB115	Management
			AMB201	Marketing and Audience Research
Year 3, Se			AMB240	Marketing Planning and Management
MGB335	Project Management		AMB200	Consumer Behaviour
AMB336	International Marketing		Year 2, Se	amostor 1
AMB340	Services Marketing		MGB200	Leading Organisations
	Elective			
_	and Management Unit List (for Caboolture		AMB202	Integrated Marketing Communication Elective Unit
students)				Elective Unit
Faculty Co	ore Units			Elective Offit
BSB110	Accounting		Year 2, Se	emester 2
BSB119	Global Business			Faculty Core Unit
BSB123	Data Analysis		MGB223	Entrepreneurship and Innovation
BSB124	Working in Business		MGB309	Strategic Management
BSB111	Business Law and Ethics		MGB310	Sustainability in A Changing Environment
BSB113	Economics		Year 3, Se	amastar 1
BSB115	Management		AMB335	E-marketing Strategies
BSB126	Marketing		VIAID 200	OR
			MGB324	Managing Business Growth
Managem	ent Units		IVIOD324	managing business Glowin
Managom				

OF BUSINESS FACULTY Intercultural Communication and Negotiation MGB225 AMB202 **Integrated Marketing Communication** Skills **Faculty Core Unit AMB340** Services Marketing **Elective Unit** MGB210 Managing Operations MGB324 Managing Business Growth Year 3, Semester 2 **Elective Unit Faculty Core Unit Faculty Core Unit** Marketing and Management Course Structure - Sem 1 **AMB336** International Marketing entry (EVEN YEAR) (for Caboolture students only) MGB335 **Project Management** Year 1, Semester 1 **BSB126** Marketing AMB359 Strategic Marketing **Faculty Core Unit** Marketing and Management Course Structure - Sem 2 **Faculty Core Unit** entry (ODD YEAR) (for Caboolture students only) Faculty Core Unit Year 1, Semester 2 Year 1, Semester 2 BSB115 Management BSB115 Management **Faculty Core Unit** AMB201 Marketing and Audience Research **Faculty Core Unit** AMB240 Marketing Planning and Management **Faculty Core Unit Faculty Core Unit** Year 2, Semester 1 Year 2, Semester 1 **BSB126** Marketing MGB200 **Leading Organisations Faculty Core Unit MGB225** Intercultural Communication and Negotiation **Faculty Core Unit** Skills MGB200 **Leading Organisations** MGB210 **Managing Operations Elective Unit** Year 2, Semester 2 Year 2, Semester 2 AMB201 Marketing and Audience Research AMB240 Marketing Planning and Management AMB200 Consumer Behaviour MGB309 MGB223 Entrepreneurship and Innovation Strategic Management MGB310 Sustainability in A Changing Environment **AMB336** International Marketing **Faculty Core Unit** Year 3, Semester 1 MGB225 Intercultural Communication and Negotiation Year 3, Semester 1 Skills AMB202 **Integrated Marketing Communication** AMB340 Services Marketing AMB335 E-marketing Strategies MGB210 Managing Operations OR **AMB335** E-marketing Strategies MGB324 Managing Business Growth AMB340 Services Marketing **AMB335** E-marketing Strategies Elective Year 3, Semester 2 Year 3, Semester 2 MGB223 Entrepreneurship and Innovation **Faculty Core Unit** MGB335 **Project Management** MGB309 Strategic Management OR MGB310 Sustainability in A Changing Environment **AMB359** Strategic Marketing **MGB335 Project Management AMB336** International Marketing OR AMB200

Marketing and Management Course Structure - Sem 2

Strategic Marketing

AMB359

Consumer Behaviour

Year 4, Semester 1

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

O

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 realworld 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

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 veiwed 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 veiwed 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 veiwed 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 veiwed 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

	FACULTY O	F BUS	INESS	
AMB252	Business Decision Making		For further information regarding languages,	
AMB303	International Logistics		refer to http://www.bus.qut.edu.au/study/languages/	
AMB310	Internship		nitp://www.bus.qut.edu.au/study/languages/	
AMB350	Sales and Customer Relationship Management	Marketing with Advertising Second Major		
Marketing	- Minor	Year 1, Se	emester 1	
AMB200	Consumer Behaviour	BSB119	Global Business	
AMB201	Marketing and Audience Research	BSB123	Data Analysis	
AMB202	Integrated Marketing Communication	BSB124	Working in Business	
AMB240	Marketing Planning and Management	BSB126	Marketing	
Sales - Mi	nor	Year 1, Se	emester 2	
AMB331	Direct Marketing	BSB115	Management	
AMB249	Professional Selling	BSB111	Business Law and Ethics	
AMB350	Sales and Customer Relationship Management	AMB200	Consumer Behaviour	
MGB225	Intercultural Communication and Negotiation Skills	AMB201	Marketing and Audience Research	
	Skills	Year 2, Se	emester 1	
Tourism and Entertainment Marketing Minor		AMB202	Integrated Marketing Communication	
AMB207	Entertainment Marketing	AMB240	Marketing Planning and Management	
AMB209	Tourism Marketing	AMB220	Advertising Theory and Practice	
AMB208 AMB264	Events Marketing		*Choose one from the following to complete the Advertising major:	
AIVID204	Public Relations Techniques	AMB230	Digital Promotions	
Languages Course structure		AMB331	Direct Marketing	
Important	Information:	Year 2, Semester 2		
	Languages are delivered through an	AMB335	E-marketing Strategies	
	Australian-first alliance between QUT, the University of Queensland (UQ) and Griffith University (GU).	AMB318	Advertising Copywriting	
		AMB319	Media Planning	
	In addition to wide range of elective choices, 6 unit second majors and 4 unit minors are available in the following Languages:		Remaining Faculty Core OR Elective	
	• French (UQ)		emester 1	
	• German (UQ)	AMB336	International Marketing	
	,	AMB340	Services Marketing	
	• Indonesian (UQ)	AMB320	Advertising Management	
	Italian (GU)Japanese (UQ and GU)	AMB330	Advertising Planning Portfolio	
	• Korean (UQ)	Voca 2 Ca	ementer ?	
	• Mandarin (QUT)	Year 3, Se		
	• Russian (UQ)	AMB359	Strategic Marketing	
	Russian (UQ) Spanish (UQ and GU)		Remaining Faculty Core OR Elective	
	• Spanish (OQ and GO)		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 veiwed under BS05 (Marketing) Unit Sets.

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.

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 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 veiwed 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:

AMB230 Digital Promotions

AMB264 Public Relations Techniques

AMB319 Media Planning

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 veiwed 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 BU	SINESS
BSB119	Global Business	BSB11	1 Business Law and Ethics
BSB123	Data Analysis	AMB20	0 Consumer Behaviour
BSB124	Working in Business	AMB20	1 Marketing and Audience Research
BSB126	Marketing	Vear 2	Semester 1
Year 1, Se	emester 2	AMB20	
AMB200	Consumer Behaviour	AMB24	
AMB201	Marketing and Audience Research	AMB26	
BSB111	Business Law and Ethics	711111111111111111111111111111111111111	Remaining Faculty Core OR Elective
BSB115	Management		remaining radaity dore on Elective
DODITIO	Wanagement	Year 2,	Semester 2
Year 2, Se	emester 1	AMB33	
AMB202	Integrated Marketing Communication	AMB26	4 Public Relations Techniques
AMB240	Marketing Planning and Management		Remaining Faculty Core OR Elective
MGB210	Managing Operations		Remaining Faculty Core OR Elective
MGB223	Entrepreneurship and Innovation	Year 3.	Semester 1
Year 2, Se	emester 2	AMB33	
AMB335	E-marketing Strategies	AMB34	
MGB200	Leading Organisations	AMB37	•
MGB225	Intercultural Communication and Negotiation	AMB37	· ·
	Skills		·
	Remaining Faculty Core OR Elective	Year 3,	Semester 2
Year 3, Se	emester 1	AMB37	
AMB336	International Marketing	AMB37	
AMB340	Services Marketing	AIVIDO	5 Public Relations Management Remaining Faculty Core OR Elective
MGB309	Strategic Management		Remaining Faculty Core Of Elective
	Remaining Faculty Core OR Elective	Importa	ant Information
Year 3, Se	emester 2		Please note: List of Second Area of Study can be veiwed under BS05 (Marketing) Unit Sets.
AMB359	Strategic Marketing		BSB110 and BSB113 are the remaining
MGB310	Sustainability in A Changing Environment		Faculty Core units which must be completed. Check unit availability when selecting Second
WODOTO	Remaining Faculty Core OR Elective		Area of Study units.
	Remaining Faculty Core OR Elective	Market	ng with Finance Second Major
	,		
Important	Information		Semester 1
	Please note: List of Second Area of Study can be veiwed under BS05 (Marketing) Unit Sets.	BSB11	
	BSB110 and BSB113 are the remaining	BSB12	•
	Faculty Core units which must be completed. Check unit availability when selecting Second	BSB12	ŭ
	Area of Study units.	BSB12	6 Marketing
Marketing	with Public Relations Second Major	Year 1,	Semester 2
V1 C-	and the state of t	BSB11	0 Accounting
Year 1, Se		BSB11	5 Management
BSB119	Global Business	AMB20	0 Consumer Behaviour
BSB123	Data Analysis	AMB20	1 Marketing and Audience Research
BSB124	Working in Business	Vear 2	Semester 1
BSB126	Marketing	AMB20	
Year 1, Se	emester 2	AMB24	0
BSB115	Management	EFB21	0 0
		CCD21	

EFB222 Quantitative Methods For Economics and Remaining Faculty Core OR Elective Finance Year 3, Semester 1 Year 2, Semester 2 **AMB336** International Marketing AMB335 E-marketing Strategies AMB340 Services Marketing EFB201 **Financial Markets** MGB331 Learning and Development in Organisations **EFB223 Economics 2** MGB339 Performance and Reward Remaining Faculty Core OR Elective Year 3, Semester 2 Year 3, Semester 1 **AMB359** Strategic Marketing **AMB336** International Marketing MGB320 Recruitment and Selection AMB340 Services Marketing Remaining Faculty Core OR Elective Remaining Faculty Core OR Elective Remaining Faculty Core OR Elective **EFB307** Finance 2 Important Information Year 3, Semester 2 Please note: List of Second Area of Study can be veiwed under BS05 (Marketing) Unit Sets. AMB359 Strategic Marketing BSB110 and BSB113 are the remaining **EFB312** International Finance Faculty Core units which must be completed. Check unit availability when selecting Second Remaining Faculty Core OR Elective Area of Study units. Remaining Faculty Core OR Elective Marketing and Management Unit List (for Caboolture Important Information students) Please note: List of Second Area of Study can be veiwed under BS05 (Marketing) Unit Sets. **Faculty Core Units** BSB111 and BSB119 are the remaining **BSB110** Accounting Faculty Core units which must be completed. Check unit availability when selecting Second **BSB119** Global Business Area of Study units. BSB123 **Data Analysis** Marketing with Human Resource Management Second **BSB124** Working in Business Major **BSB111 Business Law and Ethics BSB113 Economics** Year 1, Semester 1 Management BSB115 **BSB119 Global Business** BSB126 Marketing **BSB123** Data Analysis BSB124 Working in Business **Management Units** BSB126 Marketing MGB200 **Leading Organisations** MGB210 Managing Operations Year 1, Semester 2 MGB223 Entrepreneurship and Innovation **BSB115** Management MGB225 Intercultural Communication and Negotiation **Business Law and Ethics** BSB111 **AMB200** Consumer Behaviour MGB309 Strategic Management AMB201 Marketing and Audience Research MGB310 Sustainability in A Changing Environment Year 2, Semester 1 MGB324 Managing Business Growth AMB202 **Integrated Marketing Communication** MGB335 **Project Management AMB240** Marketing Planning and Management Marketing Units MGB200 Leading Organisations AMB200 Consumer Behaviour Remaining Faculty Core OR Elective AMB201 Marketing and Audience Research Year 2, Semester 2 AMB202 Integrated Marketing Communication AMB335 E-marketing Strategies AMB240 Marketing Planning and Management MGB201 Contemporary Employment Relations **AMB335** E-marketing Strategies

AMB336

International Marketing

MGB207

Human Resource Issues and Strategy

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

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

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

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 veiwed 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 veiwed 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

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 veiwed 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 veiwed 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

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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, Se	emester 1
BSB119	Global Business
BSB123	Data Analysis
BSB124	Working in Business
BSB126	Marketing
Year 1, Se	emester 2
BSB110	

Economics

Management

AMB263 Introduction To Public Relations

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AMB201	Marketing and Audience Research
AMB264	Public Relations Techniques
AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice

Year	2,	Semester	2
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Year 2. Semester 1

BSB113

BSB115

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 veiwed 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

BSB123	Data Analysis
BSB124	Working in Business

Marketing

Year 1, Semester 2

BSB126

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

AMR379

/ (IVIDO / O	i abilo i telationo campaigno
AMB336	International Marketing
AMB340	Services Marketing
	Remaining Faculty Core OR Elective

Public Relations Campaigns

Important Information

Please note: List of Second Area of Study can be veiwed 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 Professiona I.

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

BSB110	Accounting	AYB219	Taxation Law
BSB111	Business Law and Ethics	AYB221	Computerised Accounting Systems
BSB113	Economics	AYB225	Management Accounting
BSB123	Data Analysis	Year 1. Se	emester 3 (Summer)
BSB124	Working in Business	AYB300	Accountancy Work Integrated Learning
Year 1, Se	emester 2	Year 2, Se	amastar 1
BSB115	Management	AYB340	Company Accounting
AYB200	Financial Accounting	AYB321	Strategic Management Accounting
AYB219	Taxation Law	AYB230	Corporations Law
AYB221	Computerised Accounting Systems	ATDZOO	Professional Accounting unit (either AYB227 or
AYB225	Management Accounting		AYB320 or AYB240) or BSB115
Year 1, Se	emester 3 (Summer)	EFB210	Finance 1
AYB300	Accountancy Work Integrated Learning	Year 2, Se	emester 2
V0 0		AYB301	Audit and Assurance
Year 2, Se		AYB311	Financial Accounting Issues
AYB340	Company Accounting	AYB339	Accountancy Capstone
BSB119	Global Business		Professional Accounting unit (either AYB320 or
	Second Area of Study Unit		AYB250) OR BSB115
	Second Area of Study Unit Second Area of Study Unit	BSB126	Marketing
	Second Area of Study Offic	Year 2, Se	emester 3 (Summer)
Year 2, Se	emester 2		Research unit
AYB301	Audit and Assurance		Research unit
AYB311	Financial Accounting Issues		
AYB339	Accountancy Capstone	Profession	nal Accountancy Extension
BSB126	Marketing Second Area of Study Unit		To complete the Professional Accounting extension student must select one of the following:
\\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	1 0 (0	AYB227	International Accounting
Year 2, Se	emester 3 (Summer)	AYB240	Superannuation Regulation and Practice
	Research unit	AYB250	Personal Financial Planning
	Research unit	AYB320	Advanced Taxation Law
Important	Information	Important	Information
	Please note: List of Second Area of Study can be viewed under BS06 (Accountancy) Unit Sets. Check unit availability when selecting		Please note: Check unit availability when selecting Second Area of Study units.
Full-time	Second Area of Study units. Semester 1 Entry - Accountancy (with		Students must completed all 8 Faculty Core Units (BSBxxx)
	nal Accounting)	Full-time	Semester 1 Entry - Advertising
Year 1, Se	emester 1	Year 1, Se	emester 1
BSB110	Accounting	BSB110	Accounting
BSB111	Business Law and Ethics	BSB123	Data Analysis
BSB113	Economics	BSB124	Working in Business
BSB123	Data Analysis	BSB126	Marketing
BSB124	Working in Business	AMB220	Advertising Theory and Practice
Year 1, Se	emester 2	Year 1, Se	emester 2
BSB119	Global Business	AMB318	Advertising Copywriting
AYB200	Financial Accounting	AMB319	Media Planning
			•

AMB201 Marketing and Audience Research **EFB331** Intermediate Microeconomics **AMB200** Consumer Behaviour **Economics Option unit BSB115** Management Second Area of Study unit Year 1, Semester 3 (Summer) Year 2, Semester 2 BSB200 **EFB338** Project Contemporary Application of Economic Theory **Economics Option unit** Year 2, Semester 1 **Economics Option unit** AMB320 **Advertising Management** Second Area of Study unit **AMB330** Advertising Planning Portfolio Second Area of Study unit BSB119 **Global Business** Year 2, Semester 3 (Summer) Second Area of Study unit Second Area of Study unit Research unit Research unit Year 2, Semester 2 **AMB339** Advertising Campaigns **Economics Options List BSB111 Business Law and Ethics** Student must choose 3 units from the following: **BSB113 Economics EFB332** Applied Behavioural Economics Second Area of Study unit **EFB333** Introductory Econometrics Second Area of Study unit **EFB334 Environmental Economics and Policy** Year 2, Semester 3 (Summer) **EFB336** International Economics Research unit **EFB337** Game Theory and Applications Research unit Important Information Important Information Please note: List of Second Area of Study can be viewed under BS06 (Economics) Unit Sets. Please note: List of Second Area of Study can Check unit availability when selecting Second be viewed under BS06 (Advertising) Unit Sets. Area of Study units. Check unit availability when selecting Second Area of Study units. Full-time Semester 1 Entry - Finance Full-time Semester 1 Entry - Economics Year 1, Semester 1 Year 1, Semester 1 **BSB110** Accounting **BSB110** Accounting **BSB113 Economics BSB113 Economics BSB124** Working in Business **BSB124** Working in Business **BSB123 Data Analysis BSB123 Data Analysis BSB111 Business Law and Ethics BSB111 Business Law and Ethics** Year 1, Semester 2 Year 1, Semester 2 **BSB115** Management BSB126 Marketing **EFB210** Finance 1 **BSB115** Management **EFB222** Quantitative Methods For Economics and Finance Quantitative Methods For Economics and **EFB222** Finance **EFB201 Financial Markets EFB223 Economics 2** Second Area of Study Unit Second Area of Study unit Year 1, Semester 3 (Summer) Year 1, Semester 3 (Summer) **BSB200 Project BSB200 Project** Year 2, Semester 1 Year 2, Semester 1 **BSB119 Global Business BSB119 Global Business EFB223 Economics 2 EFB330** Intermediate Macroeconomics 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)

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

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

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)

Research unit Research 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.

Full-time Semester 1 Entry - International Business

Year 1, Semester 1

BSB113 Economics
BSB115 Management
BSB119 Global Business
BSB124 Working in Business
BSB126 Marketing

Accounting

Year 1, Semester 2

BSB110

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 2, Semester 1

AMB303 International Logistics
AMB336 International Marketing
AYB227 International Accounting
Second Area of Study
Second Area of Study

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)

Research unit Research 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

		AMB200	Consumer Behaviour
Year 1, Semester 1		AMB201	Marketing and Audience Research
BSB111 E	Business Law and Ethics	AMB202	Integrated Marketing Communication
BSB115 N	Management	AMB240	Marketing Planning and Management
	Global Business	BSB111	Business Law and Ethics
BSB124 V	Norking in Business	Voor 1 So	amastar 3 (Summar)
BSB126 N	Marketing	BSB200	emester 3 (Summer) Project
Year 1, Seme	ester 2	D3D200	Froject
	Accounting	Year 2, Se	emester 1
	Economics	AMB335	E-marketing Strategies
	_eading Organisations	AMB340	Services Marketing
	Entrepreneurship and Innovation	BSB119	Global Business
	Second Area of Study unit		Second Area of Study Unit
	·		Second Area of Study Unit
	ester 3 (Summer)	Year 2, Se	emester 2
BSB200 F	Project	AMB336	International Marketing
Year 2, Seme	ester 1	AMB359	Strategic Marketing
BSB123	Data Analysis	BSB113	Economics
MGB210 N	Managing Operations		Second Area of Study Unit
	ntercultural Communication and Negotiation		Second Area of Study Unit
	Skills	V 0.0	·
	Strategic Management	Year 2, Se	emester 3 (Summer)
MGB324 N	Managing Business Growth		Research unit
Year 2, Seme	ester 2		Research unit
MGB310 S	Sustainability in A Changing Environment	Important	Information
MGB335 F	Project Management		Please note: List of Second Area of Study can
S	Second Area of Study unit		be viewed under BS06 (Marketing) Unit Sets. Check unit availability when selecting Second
S	Second Area of Study unit		Area of Study units.
S	Second Area of Study unit	Full-time S	Semester 1 Entry - Public Relations
Year 2, Seme	ester 3 (Summer)	Year 1, Se	amostor 1
F	Research unit	BSB124	Working in Business
F	Research unit	BSB123	Data Analysis
Innoversat Infe	io mana ti a n	BSB126	Marketing
Important Info		AMB263	Introduction To Public Relations
b	Please note: List of Second Area of Study can be viewed under BS06 (Management) Unit	AMB264	Public Relations Techniques
5	Sets. Check unit availability when selecting Second Area of Study units.	/ (IVIDZO+	T ubilo telations Teeriniques
	·	Year 1, Se	emester 2
Full-time Ser	mester 1 Entry - Marketing	BSB115	Management
Year 1, Seme	ester 1	BSB113	Economics
	Accounting	BSB110	Accounting
	Management	AMB201	Marketing and Audience Research
	Data Analysis	AMB372	Public Relations Planning
_	•		
BSB124 V	Norking in Business	Year 1, Se	emester 3 (Summer)
	Norking in Business Marketing	Year 1, Se BSB200	emester 3 (Summer) Project
	Marketing		Project

	FACULTY	<u> </u>	BUS	INESS
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, Se	emester 2		Business F	Regulations - 6 Unit Major (for non-Accounting
AMB375	Public Relations Management		students)	
AMB379	Public Relations Campaigns		AYB219	Taxation Law
BSB111	Business Law and Ethics		AYB320	Advanced Taxation Law
	Second Area of Study unit		MGB201	Contemporary Employment Relations
	Second Area of Study unit		MGB339	Performance and Reward
·	1 0 (0	ı	PLUS:	select two (2) units from:
Year 2, Se	emester 3 (Summer)		AMB231	Marketing Communications Regulations and Ethics
	Research unit		AYB115	Governance Issues and Fraud
	Research unit		AYB205	Law of Business Entities
Important	Information			
	Please note: List of Second Area of Study can		AYB230	Corporations Law
	be viewed under BS06 (Public Relations) Unit Sets. Check unit availability when selecting		AYB232	Financial Institutions Law
	Second Area of Study units.		AYB240	Superannuation Regulation and Practice
Necountai	ncy Unit Sets		AYB250	Personal Financial Planning
				cy - Professional Accounting Extension (for
Primary M	ajor			al recognition)
Accountar	ncy - 8 Unit Major		AYB230	Corporations Law
AYB200	Financial Accounting		AYB321 EFB210	Strategic Management Accounting Finance 1
AYB225	Management Accounting			
AYB221	Computerised Accounting Systems		PLUS: AYB227	select one (1) unit from:
AYB219	Taxation Law		AYB240	International Accounting
AYB340	Company Accounting			Superannuation Regulation and Practice
AYB311	Financial Accounting Issues		AYB250	Personal Financial Planning
AYB301	Audit and Assurance		AYB320	Advanced Taxation Law
AYB339	Accountancy Capstone		Accountan	cy - Regulation and Tax Extension
				Select four (4) units from:
Second A	rea of Study		AYB205	Law of Business Entities
Accountar	ncy - 6 Unit Major		AYB232	Financial Institutions Law
AYB200	Financial Accounting		AYB240	Superannuation Regulation and Practice
AYB225	Management Accounting		AYB250	Personal Financial Planning
AYB219	Taxation Law		AYB320	Advanced Taxation Law
AYB221	Computerised Accounting Systems		AYB338	Accountancy Work Placement
AYB340	Company Accounting		Fi	M
AYB301	Audit and Assurance		Forensics	
			AYB114	Business Technologies
Forensics	- 6 Unit Major		AYB115	Governance Issues and Fraud
AYB114	Business Technologies		AYB341	Forensic and Business Intelligence
AYB115	Governance Issues and Fraud		PLUS:	select one (1) unit from:
AYB341	Forensic and Business Intelligence		AYB205	Law of Business Entities
INB312	Enterprise Systems Applications		AYB221	Computerised Accounting Systems
			AYB338	Accountancy Work Placement

	FACULTY	O F	BUS	INESS
Superannu	uation and Wealth Management Minor		AMB220	Advertising Theory and Practice
AYB240	Superannuation Regulation and Practice		AMB318	Advertising Copywriting
AYB250	Personal Financial Planning		AMB319	Media Planning
PLUS:	select two (2) units from:		AMB320	Advertising Management
AYB205	Law of Business Entities		AMB330	Advertising Planning Portfolio
AYB219	Taxation Law		Integrated	Marketing Communication - 6 Unit Major
AYB320	Advanced Taxation Law		AMB202	Integrated Marketing Communication
AYB338	Accountancy Work Placement		AMB208	Events Marketing
Pucinoss I	Population Minor (for non Accounting students)		AMB220	Advertising Theory and Practice
AYB219	Regulation Minor (for non-Accounting students) Taxation Law		AMB263	Introduction To Public Relations
PLUS:	select three (3) units from:		AMB331	Direct Marketing
AMB231	Marketing Communications Regulations and		AMB350	Sales and Customer Relationship Management
	Ethics			
AYB115	Governance Issues and Fraud			g Minor (for non-Advertising students)
AYB205	Law of Business Entities		AMB220	Advertising Converting
AYB230	Corporations Law		AMB318	Advertising Copywriting
AYB232	Financial Institutions Law		AMB319	Media Planning
AYB240	Superannuation Regulation and Practice		AMB320	Advertising Management
AYB250	Personal Financial Planning		Integrated	Marketing Communication - Minor
AYB320	Advanced Taxation Law		AMB202	Integrated Marketing Communication
MGB201	Contemporary Employment Relations		AMB331	Direct Marketing
MGB339	Performance and Reward		AMB350	Sales and Customer Relationship Management
Accountan	ncy Minor (for non-Accounting students)			Choose one from the following:
	Select four (4) units from:		AMB263	Introduction To Public Relations
AYB200	Financial Accounting		AMB220	Advertising Theory and Practice
AYB219	Taxation Law		Economic	s Unit Sets
AYB221	Computerised Accounting Systems			
AYB225	Management Accounting		Primary M	ajor
AYB240	Superannuation Regulation and Practice		Economics	s - 8 Unit Major
AYB250	Personal Financial Planning		EFB222	Quantitative Methods For Economics and Finance
Advertisin	g Unit Sets		EFB223	Economics 2
Primary M	aior		EFB330	Intermediate Macroeconomics
T Tilliary IVI	۵,01		EFB331	Intermediate Microeconomics
Advertising	g - 8 Unit Major		EFB338	Contemporary Application of Economic Theory
AMB200	Consumer Behaviour			Plus any three of the following:
AMB201	Marketing and Audience Research		EFB332	Applied Behavioural Economics
AMB220	Advertising Theory and Practice		EFB333	Introductory Econometrics
AMB318	Advertising Copywriting		EFB334	Environmental Economics and Policy
AMB319	Media Planning		EFB336	International Economics
AMB320	Advertising Management		EFB337	Game Theory and Applications
AMB330	Advertising Planning Portfolio			
AMB339	Advertising Campaigns		Second A	rea of Study
Second Ar	rea of Study			s - 6 Unit Major (for non Finance major students)
Advertising	g - 6 Unit Major		EFB222	Quantitative Methods For Economics and Finance
AMB200	Consumer Behaviour		EFB223	Economics 2

EFB330	Intermediate Macroeconomics	EFB334	Environmental Economics and Policy	
EFB331	Intermediate Microeconomics	EFB330	Intermediate Macroeconomics	
	Plus any two of the following:	EFB331	Intermediate Microeconomics	
EFB332	Applied Behavioural Economics	Quantitati	ve Economics minor (for non-Economics and	
EFB333	Introductory Econometrics	Finance s		
EFB334	Environmental Economics and Policy	EFB222	Quantitative Methods For Economics and	
EFB336	International Economics		Finance	
EFB337	Game Theory and Applications	EFB223	Economics 2	
Economic	s - 6 unit major (for Finance students)	EFB333	Introductory Econometrics	
EFB330	Intermediate Macroeconomics		Plus one of the following:	
EFB331	Intermediate Microeconomics	EFB330	Intermediate Macroeconomics	
LI DOOT	Plus four of the following:	EFB331	Intermediate Microeconomics	
EFB332	Applied Behavioural Economics	EFB332	Applied Behavioural Economics	
EFB333	Introductory Econometrics	EFB334	Environmental Economics and Policy	
EFB334	Environmental Economics and Policy	Quantitati	ve Economic minor (for Finance students)	
EFB336	International Economics	EFB333	Introductory Econometrics	
EFB337	Game Theory and Applications		Plus three of the following:	
	Came Theory and Applications	EFB330	Intermediate Macroeconomics	
	s - Minor (for non-Economics and Finance	EFB331	Intermediate Microeconomics	
students)	· · ·	EFB332	Applied Behavioural Economics	
EFB223	Economics 2	EFB334	Environmental Economics and Policy	
EFB330	Intermediate Macroeconomics	Fig		
EFB331	Intermediate Microeconomics	Finance U	unit Sets	
	Plus one of the following:	Primary M	laior	
EFB332 Applied Behavioural Economics				
EFB334	Environmental Economics and Policy	Finance -	8 Unit Major	
EFB334 EFB336	Environmental Economics and Policy International Economics	Finance - EFB201	8 Unit Major Financial Markets	
EFB334	Environmental Economics and Policy	Finance - EFB201 EFB210	8 Unit Major Financial Markets Finance 1	
EFB334 EFB336 EFB337	Environmental Economics and Policy International Economics	Finance - EFB201	8 Unit Major Financial Markets	
EFB334 EFB336 EFB337	Environmental Economics and Policy International Economics Game Theory and Applications	Finance - EFB201 EFB210	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and	
EFB334 EFB336 EFB337 Economic	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students)	Finance - EFB201 EFB210 EFB222	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance	
EFB334 EFB336 EFB337 Economic EFB330	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics	Finance - EFB201 EFB210 EFB222 EFB223	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2	
EFB334 EFB336 EFB337 Economic EFB330	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics	Finance - EFB201 EFB210 EFB222 EFB223 EFB307	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2	
EFB334 EFB336 EFB337 Economic EFB330 EFB331	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following:	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance	
EFB334 EFB336 EFB337 Economic EFB330 EFB331	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Economic	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students)	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Ecstudents)	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications conomics Minor (for non-Economics and Finance	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A Finance - EFB201	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students) Financial Markets Finance 1 Quantitative Methods For Economics and	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Ecstudents) EFB223	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications conomics Minor (for non-Economics and Finance Economics 2	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A Finance - EFB201 EFB210 EFB222	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students) Financial Markets Finance 1 Quantitative Methods For Economics and Finance	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Ecstudents) EFB223 EFB332	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications conomics Minor (for non-Economics and Finance Economics 2 Applied Behavioural Economics	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A Finance - EFB201 EFB210 EFB222 EFB223	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students) Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Ecstudents) EFB223 EFB332	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications conomics Minor (for non-Economics and Finance Economics 2 Applied Behavioural Economics Environmental Economics and Policy	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A Finance - EFB201 EFB210 EFB222 EFB223 EFB307	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students) Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Edited Edited Effective Students EFB223 EFB334	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications conomics Minor (for non-Economics and Finance Economics 2 Applied Behavioural Economics Environmental Economics and Policy Plus one of the following:	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A Finance - EFB201 EFB210 EFB222 EFB223	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students) Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Ecstudents) EFB223 EFB232 EFB334 EFB332 EFB334	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications conomics Minor (for non-Economics and Finance Economics 2 Applied Behavioural Economics Environmental Economics and Policy Plus one of the following: Intermediate Macroeconomics Intermediate Microeconomics	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students) Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Ecstudents) EFB223 EFB332 EFB334 EFB330 EFB331 Applied Ecstudents	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications conomics Minor (for non-Economics and Finance Economics 2 Applied Behavioural Economics Environmental Economics and Policy Plus one of the following: Intermediate Macroeconomics Intermediate Microeconomics conomics minor (for Finance students)	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB335 EFB340 Second A Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312	8 Unit Major Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students) Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance	
EFB334 EFB336 EFB337 Economic EFB330 EFB331 EFB332 EFB334 EFB336 EFB337 Applied Ecstudents) EFB223 EFB232 EFB334 EFB332 EFB334	Environmental Economics and Policy International Economics Game Theory and Applications s minor (for Finance students) Intermediate Macroeconomics Intermediate Microeconomics Plus two of the following: Applied Behavioural Economics Environmental Economics and Policy International Economics Game Theory and Applications conomics Minor (for non-Economics and Finance Economics 2 Applied Behavioural Economics Environmental Economics and Policy Plus one of the following: Intermediate Macroeconomics Intermediate Microeconomics	Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 EFB340 Second A Finance - EFB201 EFB210 EFB222 EFB223 EFB307 EFB312 Finance -	Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance Investments Finance Capstone rea of Study 6 Unit Major (for non Economics students) Financial Markets Finance 1 Quantitative Methods For Economics and Finance Economics 2 Finance 2 International Finance 6 unit Major (for Economics students)	

	I A G G E I I G	<u> </u>	THE 55
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)	LIDM Min	on /Ferror on LIDM etcalente)
EFB201	Financial Markets	HRIM Mind	or (For non-HRM students)
EFB210	Finance 1	MODOOO	Choose 1 of the following:
EFB307	Finance 2	MGB320	Recruitment and Selection
EFB312	International Finance	MGB331	Learning and Development in Organisations
Finance -	Funds Management Extension	PLUS: MGB200	Choose 3 of the following:
EFB308	Finance 3	MGB200 MGB201	Leading Organisations Contemporary Employment Relations
EFB309	Financial Derivatives	MGB207	Human Resource Issues and Strategy
EFB326	Applied Portfolio Management	MGB339	Performance and Reward
EFB333	Introductory Econometrics	MGD339	renormance and Neward
	·	Internation	nal Business Unit Sets
	Financial Services Extension	Primary M	aior
AYB232	Financial Institutions Law	1 minary ivi	المارين
EFB310	Financial Institutions - Control	Internation	nal Business - 8 Unit Major
EFB311	Financial Institutions - Lending	AMB210	Importing and Exporting
EFB339	Financial Planning and Investments	AMB303	International Logistics
Human Re	esource Management Unit Sets	AMB336	International Marketing
		AMB369	International Business Strategy
Primary M	ajor	AYB227	International Accounting
Human Re	esource Management 8 Unit Major	EFB240	Finance for International Business
MGB200	Leading Organisations	MGB225	Intercultural Communication and Negotiation Skills
MGB201	Contemporary Employment Relations	MGB340	International Business in the Asia-pacific
MGB207	Human Resource Issues and Strategy		
MGB220	Business Research Methods	Second A	rea of Study
MGB320	Recruitment and Selection	Internation	nal Business - 6 Unit Major
MGB331	Learning and Development in Organisations	AMB204	Purchasing and Procurement
MGB339	Performance and Reward	AMB210	Importing and Exporting
MGB370	Personal and Professional Development	AMB303	International Logistics
Second A	rea of Study	AMB336	International Marketing
	esource Management 6 Unit Major	MGB225	Intercultural Communication and Negotiation Skills
MGB200	Leading Organisations	MGB340	International Business in the Asia-pacific
MGB201	Contemporary Employment Relations	Internation	nal Logistics - 6 Unit Major
MGB207	Human Resource Issues and Strategy	AMB204	Purchasing and Procurement
MGB320	Recruitment and Selection	AMB210	Importing and Exporting
MGB331	Learning and Development in Organisations	AMB303	International Logistics
MGB339	Performance and Reward	AMB336	International Marketing
Human Ba	esource Management Extension (for Human	MGB210	Managing Operations
	Management students)	MGB335	Project Management
MGB305	HRM Strategy and Policy		
MGB314	Organisational Consulting and Change		nal Logistics - Minor
	Plus any two of:	AMB204	Purchasing and Procurement
	-		

	FACULTY	01	- ROS	INESS
AMB210	Importing and Exporting		MGB225	Intercultural Communication and Negotiation Skills
AMB303 MGB210	International Logistics Managing Operations		MGB310	Sustainability in A Changing Environment
Internation	nal Business - Minor (for non International		Minor - Ma	anagement (for non-Management students)
Business	· ·		MGB309	Strategic Management
AMB210	Importing and Exporting			Plus three of the following:
AMB336	International Marketing		MGB200	Leading Organisations
MGB225	Intercultural Communication and Negotiation		MGB210	Managing Operations
	Skills		MGB223	Entrepreneurship and Innovation
MGB340	International Business in the Asia-pacific		MGB225	Intercultural Communication and Negotiation Skills
wanagem	ent Unit Sets		MGB310	Sustainability in A Changing Environment
Primary M	ajor		Marketing	Unit Sets
Managam	ont Olloit Moior		ag	
MGB200	ent - 8 Unit Major		Primary M	ajor
MGB210	Leading Organisations Managing Operations		Marketing	- 8 Unit Major
MGB210 MGB223	Entrepreneurship and Innovation		AMB200	Consumer Behaviour
MGB225	Intercultural Communication and Negotiation		AMB201	Marketing and Audience Research
IVIGDZZO	Skills		AMB202	Integrated Marketing Communication
MGB309	Strategic Management		AMB240	Marketing Planning and Management
MGB310	Sustainability in A Changing Environment		AMB335	E-marketing Strategies
MGB324	Managing Business Growth		AMB336	International Marketing
MGB335	Project Management		AMB340	Services Marketing
Second Ar	rea of Study		AMB359	Strategic Marketing
	·		Second Ar	rap of Study
	ent - 6 Unit Major		Second Ar	rea of Study
MGB200	Leading Organisations		Marketing	- 6 Unit Major
MGB210	Managing Operations		AMB200	Consumer Behaviour
MGB223	Entrepreneurship and Innovation		AMB201	Marketing and Audience Research
MGB225	Intercultural Communication and Negotiation Skills		AMB202	Integrated Marketing Communication
MGB310	Sustainability in A Changing Environment		AMB240	Marketing Planning and Management
MGB309	Strategic Management		AMB336	International Marketing
14			AMB340	Services Marketing
	ent Extension (for Management Students)		Marketing	- Extension
MGB201	Contemporary Employment Relations			Choose 4 from:
MGB331	Learning and Development in Organisations		AMB206	Social Marketing
AMB252	Plus any two of:		AMB251	Innovation and Brand Management
MGB306	Business Decision Making		AMB252	Business Decision Making
	Independent Study Workplace Learning		AMB303	International Logistics
MGB338 MGB370	Personal and Professional Development		AMB310	Internship
WIGDS/U	r ersonar and Professional Development		AMB350	Sales and Customer Relationship Management
Minor - En	trepreneurship		Marketing	- Minor
MGB223	Entrepreneurship and Innovation		AMB200	- Wilnor Consumer Behaviour
MGB324	Managing Business Growth		AMB201	
	Plus two of the following:		AMB201 AMB202	Marketing and Audience Research
MGB200	Leading Organisations		AMB240	Integrated Marketing Communication Marketing Planning and Management
MGB210	Managing Operations		AIVIDZ4U	warkening Flaming and wanagement

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

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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)

Introduction To Public Relations
Public Relations Techniques
Public Relations Planning
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

	FACULTY O	F BUS	INESS
Accountar	ncy - 8 Unit Major	AYB230	Corporations Law
AYB200	Financial Accounting	AYB321	Strategic Management Accounting
AYB225	Management Accounting	EFB210	Finance 1
AYB221	Computerised Accounting Systems	PLUS:	select one (1) unit from:
AYB219	Taxation Law	AYB227	International Accounting
AYB340	Company Accounting	AYB240	Superannuation Regulation and Practice
AYB311	Financial Accounting Issues	AYB250	Personal Financial Planning
AYB301	Audit and Assurance	AYB320	Advanced Taxation Law
AYB339	Accountancy Capstone		
		Accountan	cy - Regulation and Tax Extension
Second Ar	rea of Study	AVDOOF	Select four (4) units from:
Accountar	ncy - 6 Unit Major	AYB205	Law of Business Entities
AYB200	Financial Accounting	AYB232	Financial Institutions Law
AYB225	Management Accounting	AYB240	Superannuation Regulation and Practice
AYB219	Taxation Law	AYB250	Personal Financial Planning
AYB221	Computerised Accounting Systems	AYB320	Advanced Taxation Law
AYB340	Company Accounting	AYB338	Accountancy Work Placement
AYB301	Audit and Assurance	Forensics	Minor
		AYB114	Business Technologies
	- 6 Unit Major	AYB115	Governance Issues and Fraud
AYB114	Business Technologies	AYB341	Forensic and Business Intelligence
AYB115	Governance Issues and Fraud	PLUS:	select one (1) unit from:
AYB341	Forensic and Business Intelligence	AYB205	Law of Business Entities
INB312	Enterprise Systems Applications	AYB221	Computerised Accounting Systems
PLUS:	select two (2) units from:	AYB338	Accountancy Work Placement
AYB221	Computerised Accounting Systems		·
INB220	Business Analysis		uation and Wealth Management Minor
INB220 INB311	Business Analysis Enterprise Systems	Superannu AYB240	Superannuation Regulation and Practice
	•		•
INB311	Enterprise Systems	AYB240	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from:
INB311 INB342 INB343	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing	AYB240 AYB250	Superannuation Regulation and Practice Personal Financial Planning
INB311 INB342 INB343 Business I	Enterprise Systems Enterprise Data Mining	AYB240 AYB250 PLUS:	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from:
INB311 INB342 INB343	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing	AYB240 AYB250 PLUS: AYB205	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities
INB311 INB342 INB343 Business I students)	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting	AYB240 AYB250 PLUS: AYB205 AYB219	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law
INB311 INB342 INB343 Business I students) AYB219	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement
INB311 INB342 INB343 Business I students) AYB219 AYB320	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students)
INB311 INB342 INB343 Business I students) AYB219 AYB320 MGB201	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law
INB311 INB342 INB343 Business I students) AYB219 AYB320 MGB201 MGB339	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students)
INB311 INB342 INB343 Business I students) AYB219 AYB320 MGB201 MGB339 PLUS:	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS:	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and
INB311 INB342 INB343 Business I students) AYB219 AYB320 MGB201 MGB339 PLUS: AMB231	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and Ethics	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS: AMB231	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and Ethics
INB311 INB342 INB343 Business I students) AYB219 AYB320 MGB201 MGB339 PLUS: AMB231	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS: AMB231 AYB115	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities
INB311 INB342 INB343 Business Istudents) AYB219 AYB320 MGB201 MGB339 PLUS: AMB231 AYB115 AYB205	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS: AMB231 AYB115 AYB205	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud
INB311 INB342 INB343 Business Istudents) AYB219 AYB320 MGB201 MGB339 PLUS: AMB231 AYB115 AYB205 AYB230	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS: AMB231 AYB115 AYB205 AYB230	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law
INB311 INB342 INB343 Business Istudents) AYB219 AYB320 MGB201 MGB339 PLUS: AMB231 AYB115 AYB205 AYB205 AYB230 AYB232	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS: AMB231 AYB115 AYB205 AYB205 AYB230 AYB230 AYB232	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law Superannuation Regulation and Practice
INB311 INB342 INB343 Business Istudents) AYB219 AYB320 MGB201 MGB339 PLUS: AMB231 AYB115 AYB205 AYB205 AYB230 AYB230 AYB232 AYB240 AYB250	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law Superannuation Regulation and Practice Personal Financial Planning	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS: AMB231 AYB115 AYB205 AYB205 AYB230 AYB232 AYB240	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law
INB311 INB342 INB343 Business Istudents) AYB219 AYB320 MGB201 MGB339 PLUS: AMB231 AYB115 AYB205 AYB205 AYB230 AYB230 AYB230 AYB230 AYB230 AYB230 AYB250 ACCountar	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law Superannuation Regulation and Practice Personal Financial Planning	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS: AMB231 AYB115 AYB205 AYB205 AYB230 AYB230 AYB232 AYB240 AYB250	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law Superannuation Regulation and Practice Personal Financial Planning Advanced Taxation Law
INB311 INB342 INB343 Business Istudents) AYB219 AYB320 MGB201 MGB339 PLUS: AMB231 AYB115 AYB205 AYB205 AYB230 AYB230 AYB230 AYB230 AYB230 AYB230 AYB250 ACCountar	Enterprise Systems Enterprise Data Mining Advanced Data Mining and Data Warehousing Regulations - 6 Unit Major (for non-Accounting Taxation Law Advanced Taxation Law Contemporary Employment Relations Performance and Reward select two (2) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law Superannuation Regulation and Practice Personal Financial Planning	AYB240 AYB250 PLUS: AYB205 AYB219 AYB320 AYB338 Business F AYB219 PLUS: AMB231 AYB115 AYB205 AYB205 AYB230 AYB230 AYB232 AYB240 AYB250 AYB250 AYB320	Superannuation Regulation and Practice Personal Financial Planning select two (2) units from: Law of Business Entities Taxation Law Advanced Taxation Law Accountancy Work Placement Regulation Minor (for non-Accounting students) Taxation Law select three (3) units from: Marketing Communications Regulations and Ethics Governance Issues and Fraud Law of Business Entities Corporations Law Financial Institutions Law Superannuation Regulation and Practice Personal Financial Planning

Accountan	ov Minor (for non Accounting students)		Choose one from the following:
Accountant	cy Minor (for non-Accounting students)	AMB263	Introduction To Public Relations
AYB200	Select four (4) units from:	AMB220	Advertising Theory and Practice
AYB219	Financial Accounting Taxation Law	Fconomic	s Unit Sets
AYB219	Computerised Accounting Systems	20011011110	
AYB225	Management Accounting	Primary M	lajor
AYB240	Superannuation Regulation and Practice	Economic	s - 8 Unit Major
AYB250	Personal Financial Planning	EFB222	Quantitative Methods For Economics and
	-	LI DZZZ	Finance
Advertisin	g Unit Sets	EFB223	Economics 2
Primary Ma	aior	EFB330	Intermediate Macroeconomics
		EFB331	Intermediate Microeconomics
	g - 8 Unit Major	EFB338	Contemporary Application of Economic Theory
AMB200	Consumer Behaviour		Plus any three of the following:
AMB201	Marketing and Audience Research	EFB332	Applied Behavioural Economics
AMB220	Advertising Theory and Practice	EFB333	Introductory Econometrics
AMB318	Advertising Copywriting	EFB334	Environmental Economics and Policy
AMB319	Media Planning	EFB336	International Economics
AMB320	Advertising Management	EFB337	Game Theory and Applications
AMB330	Advertising Planning Portfolio	Second A	rea of Study
AMB339	Advertising Campaigns	Second A	lea of Study
Second Ar	ea of Study	Economic	s - 6 Unit Major (for non Finance major students)
Advantising	C Unit Major	EFB222	Quantitative Methods For Economics and Finance
AMB200	g - 6 Unit Major Consumer Behaviour	EFB223	Economics 2
AMB220		EFB330	Intermediate Macroeconomics
AMB318	Advertising Theory and Practice Advertising Copywriting	EFB331	Intermediate Microeconomics
AMB319	Media Planning		Plus any two of the following:
AMB320	Advertising Management	EFB332	Applied Behavioural Economics
AMB330	Advertising Planning Portfolio	EFB333	Introductory Econometrics
AMDSSU	Advertising Flaming Fortions	EFB334	Environmental Economics and Policy
Integrated	Marketing Communication - 6 Unit Major	EFB336	International Economics
AMB202	Integrated Marketing Communication	EFB337	Game Theory and Applications
AMB208	Events Marketing		
AMB220	Advertising Theory and Practice		s - 6 unit major (for Finance students)
AMB263	Introduction To Public Relations	EFB330	Intermediate Macroeconomics
AMB331	Direct Marketing	EFB331	Intermediate Microeconomics
AMB350	Sales and Customer Relationship Management	EED	Plus four of the following:
Advertising	g Minor (for non-Advertising students)	EFB332	Applied Behavioural Economics
AMB220	Advertising Theory and Practice	EFB333	Introductory Econometrics
AMB318	Advertising Copywriting	EFB334	Environmental Economics and Policy
AMB319	Media Planning	EFB336	International Economics
AMB320	Advertising Management	EFB337	Game Theory and Applications
			s - Minor (for non-Economics and Finance
	Marketing Communication - Minor	students)	
AMB202	Integrated Marketing Communication	EFB223	Economics 2
AMB331	Direct Marketing	EFB330	Intermediate Macroeconomics
AMB350	Sales and Customer Relationship Management	EFB331	Intermediate Microeconomics

	Divisions of the following:		
EEDOOO	Plus one of the following:	Primary M	lajor
EFB332	Applied Behavioural Economics	Finance -	8 Unit Major
EFB334	Environmental Economics and Policy	EFB201	Financial Markets
EFB336	International Economics	EFB210	Finance 1
EFB337	Game Theory and Applications	EFB222	Quantitative Methods For Economics and Finance
	s minor (for Finance students)	EFB223	Economics 2
EFB330	Intermediate Macroeconomics	EFB307	Finance 2
EFB331	Intermediate Microeconomics	EFB312	International Finance
FFD000	Plus two of the following:	EFB335	Investments
EFB332	Applied Behavioural Economics	EFB340	Finance Capstone
EFB334	Environmental Economics and Policy	LI DOTO	Timanoc Gapotonic
EFB336	International Economics	Second A	rea of Study
EFB337	Game Theory and Applications	Finance -	6 Unit Major (for non Economics students)
Applied Ed	conomics Minor (for non-Economics and Finance	EFB201	Financial Markets
students)		EFB210	Finance 1
EFB223	Economics 2	EFB210	Quantitative Methods For Economics and
EFB332	Applied Behavioural Economics	LI DZZZ	Finance
EFB334	Environmental Economics and Policy	EFB223	Economics 2
	Plus one of the following:	EFB307	Finance 2
EFB330	Intermediate Macroeconomics	EFB312	International Finance
EFB331	Intermediate Microeconomics	Financo	6 unit Major (for Economics students)
Applied Fo	conomics minor (for Finance students)	EFB210	Finance 1
EFB332	Applied Behavioural Economics	EFB201	Financial Markets
EFB334	Environmental Economics and Policy	EFB307	Finance 2
EFB330	Intermediate Macroeconomics	EFB312	International Finance
EFB331	Intermediate Microeconomics	EFB335	Investments
		EFB340	Finance Capstone
Quantitative Finance st	ve Economics minor (for non-Economics and tudents)		Minor (for non-Finance students)
EFB222	Quantitative Methods For Economics and	EFB201	Financial Markets
EEDOOO	Finance	EFB210	Finance 1
EFB223	Economics 2	EFB307	Finance 2
EFB333	Introductory Econometrics	EFB312	International Finance
FFD000	Plus one of the following:		
EFB330	Intermediate Macroeconomics		Funds Management Extension
EFB331	Intermediate Microeconomics	EFB308	Finance 3
EFB332	Applied Behavioural Economics	EFB309	Financial Derivatives
EFB334	Environmental Economics and Policy	EFB326	Applied Portfolio Management
Quantitativ	ve Economic minor (for Finance students)	EFB333	Introductory Econometrics
EFB333	Introductory Econometrics	Finance -	Financial Services Extension
	Plus three of the following:	AYB232	Financial Institutions Law
EFB330	Intermediate Macroeconomics	EFB310	Financial Institutions - Control
EFB331	Intermediate Microeconomics	EFB311	Financial Institutions - Lending
EFB332	Applied Behavioural Economics	EFB339	Financial Planning and Investments
EFB334	Environmental Economics and Policy		•
Einanaa !!	•	Human R	esource Management Unit Sets
Finance U	mit dets		

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-	FACULIT	Jr bus	INESS
Primary M	ajor	AYB227	International Accounting
Lluman Da	Accuracy Management O. I. Init Major	EFB240	Finance for International Business
MGB200	esource Management 8 Unit Major Leading Organisations	MGB225	Intercultural Communication and Negotiation Skills
MGB200	Contemporary Employment Relations	MGB340	International Business in the Asia-pacific
MGB207	Human Resource Issues and Strategy	WODO40	international business in the Asia-pacine
MGB220	Business Research Methods	Second Ar	rea of Study
MGB320	Recruitment and Selection	Internation	nal Business - 6 Unit Major
MGB331	Learning and Development in Organisations	AMB204	Purchasing and Procurement
MGB339	Performance and Reward	AMB210	Importing and Exporting
MGB370	Personal and Professional Development	AMB303	International Logistics
	·	AMB336	International Marketing
Second Ar	ea of Study	MGB225	Intercultural Communication and Negotiation
Human Re	source Management 6 Unit Major		Skills
MGB200	Leading Organisations	MGB340	International Business in the Asia-pacific
MGB201	Contemporary Employment Relations	Internation	nal Logistics - 6 Unit Major
MGB207	Human Resource Issues and Strategy	AMB204	Purchasing and Procurement
MGB320	Recruitment and Selection	AMB210	Importing and Exporting
MGB331	Learning and Development in Organisations	AMB303	International Logistics
MGB339	Performance and Reward	AMB336	International Marketing
Lluman Da	Management Extension /few Llumon	MGB210	Managing Operations
	esource Management Extension (for Human Management students)	MGB335	Project Management
MGB305	HRM Strategy and Policy	Internation	nal Logistics - Minor
MGB314	Organisational Consulting and Change	AMB204	Purchasing and Procurement
	Plus any two of:	AMB210	Importing and Exporting
MGB225	Intercultural Communication and Negotiation Skills	AMB303	International Logistics
MGB306	Independent Study	MGB210	Managing Operations
MGB309	Strategic Management	Internation	nal Business - Minor (for non International
MGB338	Workplace Learning	Business s	· ·
HRM Mino	r (For non-HRM students)	AMB210	Importing and Exporting
	Choose 1 of the following:	AMB336	International Marketing
MGB320	Recruitment and Selection	MGB225	Intercultural Communication and Negotiation Skills
MGB331	Learning and Development in Organisations	MGB340	International Business in the Asia-pacific
PLUS:	Choose 3 of the following:	Managem	ent Unit Sets
MGB200	Leading Organisations	-	
MGB201	Contemporary Employment Relations	Primary M	ajor
MGB207 MGB339	Human Resource Issues and Strategy Performance and Reward	Managem	ent - 8 Unit Major
MGD339	renormance and Neward	MGB200	Leading Organisations
Internation	nal Business Unit Sets	MGB210	Managing Operations
Primary M	aior	MGB223	Entrepreneurship and Innovation
		MGB225	Intercultural Communication and Negotiation Skills
	al Business - 8 Unit Major	MGB309	Strategic Management
AMB210 AMB303	Importing and Exporting International Logistics	MGB310	Sustainability in A Changing Environment
AMB336	International Logistics International Marketing	MGB324	Managing Business Growth
AMB369	International Business Strategy	MGB335	Project Management
AIVIDOUS	international business Strategy		

Second Ar	rea of Study	AMB379	Public Relations Campaigns
Management - 6 Unit Major		Second A	rea of Study
MGB200	Leading Organisations	Public Rel	ations - 6 Unit Major
MGB210	Managing Operations	AMB201	Marketing and Audience Research
MGB223	Entrepreneurship and Innovation	AMB263	Introduction To Public Relations
MGB225	Intercultural Communication and Negotiation	AMB264	Public Relations Techniques
MODO40	Skills	AMB372	Public Relations Planning
MGB310	Sustainability in A Changing Environment	AMB373	Corporate Communication
MGB309	Strategic Management	AMB374	Global Public Relations Cases
Managem	ent Extension (for Management Students)		
MGB201	Contemporary Employment Relations		ations Minor (for non Public Relations students)
MGB331	Learning and Development in Organisations	AMB263	Introduction To Public Relations
	Plus any two of:	AMB264	Public Relations Techniques
AMB252	Business Decision Making	AMB372	Public Relations Planning
MGB306	Independent Study	AMB374	Global Public Relations Cases
MGB338	Workplace Learning	Marketing	Unit Sets
MGB370	Personal and Professional Development	D: M	
Minor - En	trepreneurship	Primary M	ajor
MGB223	Entrepreneurship and Innovation	Marketing	- 8 Unit Major
MGB324	Managing Business Growth	AMB200	Consumer Behaviour
	Plus two of the following:	AMB201	Marketing and Audience Research
MGB200	Leading Organisations	AMB202	Integrated Marketing Communication
MGB210	Managing Operations	AMB240	Marketing Planning and Management
MGB225	Intercultural Communication and Negotiation	AMB335	E-marketing Strategies
	Skills	AMB336	International Marketing
MGB310	Sustainability in A Changing Environment	AMB340	Services Marketing
Minor - Ma	anagement (for non-Management students)	AMB359	Strategic Marketing
MGB309	Strategic Management	Second Ar	rea of Study
	Plus three of the following:		·
MGB200	Leading Organisations		- 6 Unit Major
MGB210	Managing Operations	AMB200	Consumer Behaviour
MGB223	Entrepreneurship and Innovation	AMB201	Marketing and Audience Research
MGB225	Intercultural Communication and Negotiation	AMB202	Integrated Marketing Communication
	Skills	AMB240	Marketing Planning and Management
MGB310	Sustainability in A Changing Environment	AMB336	International Marketing
Public Rel	lations Unit Sets	AMB340	Services Marketing
Drim on AM	oio v	Marketing	- Extension
Primary M	ajor		Choose 4 from:
Public Rel	ations - 8 Unit Major	AMB206	Social Marketing
AMB201	Marketing and Audience Research	AMB251	Innovation and Brand Management
AMB263	Introduction To Public Relations	AMB252	Business Decision Making
AMB264	Public Relations Techniques	AMB303	International Logistics
AMB372	Public Relations Planning	AMB310	Internship
AMB373	Corporate Communication	AMB350	Sales and Customer Relationship Management
AMB374	Global Public Relations Cases	Marketing	- Minor
		Maniculty	14111101

Public Relations Management

AMB375

Marketing - Minor

AMB201 Marketing and Audience Research AMB202 Integrated Marketing Communication AMB204 Marketing Planning and Management Sales - Minor AMB204 Professional Selling AMB305 Direct Marketing AMB306 Sales and Customer Relationship Management Following: AMB307 Direct Marketing AMB308 Sales and Customer Relationship Management Sales - Minor AMB309 Sales and Customer Relationship Management Following: AMB200 Sales and Customer Relationship Management AMB201 Sales and Customer Relationship Management AMB202 Tourism Marketing AMB203 Tourism Marketing AMB203 Tourism Marketing AMB208 Events Marketing AMB209 Tourism Marketing AMB209 Tourism Marketing AMB209 Tourism Marketing AMB200 Public Relations Techniques Full-time Semester 1 Entry - Accountancy (with Professional Accounting Extension) Full-time Semester 1 Entry - Accountancy (with Professional Accounting Extension) Full-time Semester 1 Entry - Accountancy Full-time Semester 1 Entry - Accounting Full-time Semester 2 Entry - Accounting Full-time Semester 3 Entry - Accounti		FACULTY	г виз	INESS
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Professional Accounting unit (either AYB320 or AYB250) OR BSB115 Second Area of Study Unit	AYB311	Financial Accounting Issues	AYB339	Accountancy Capstone
AYB250) OR BSB115	AYB339	Accountancy Capstone	BSB126	Marketing
BSB126 Marketing Year 2, Semester 3 (Summer)		Professional Accounting unit (either AYB320 or AYB250) OR BSB115		Second Area of Study Unit
	BSB126	Marketing	Year 2, Se	emester 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

Vear 1	. Semester	1
i eai	. Semester	-

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 Advertising Planning Portfolio **AMB330**

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

EFB331

BSB119 Global Business

EFB330 Intermediate Macroeconomics

Economics Option unit

Second Area of Study unit

Intermediate Microeconomics

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

	FACULTY	OF I	BUSI	NESS	
BSB113	Economics	МС	GB200	Leading Organisations	
BSB124	Working in Business	МС	GB201	Contemporary Employment Relations	
BSB123	Data Analysis	МС	GB207	Human Resource Issues and Strategy	
BSB111	Business Law and Ethics	Vo	oar 1 Sa	mester 3 (Summer)	
Year 1, Semester 2			SB200	Project	
BSB115	Management	_		•	
EFB210	Finance 1		ear 2, Se		
EFB222	Quantitative Methods For Economics and		SB119	Global Business	
	Finance		GB220	Business Research Methods	
EFB201	Financial Markets		GB339	Performance and Reward	
	Second Area of Study Unit	MC	GB331	Learning and Development in Organisations	
Year 1, Se	emester 3 (Summer)			Second Area of Study unit	
BSB200	Project	Ye	ear 2, Se	mester 2	
V 0 C-		MC	GB320	Recruitment and Selection	
Year 2, Se		MC	GB370	Personal and Professional Development	
BSB119	Global Business			Second Area of Study unit	
EFB223	Economics 2			Second Area of Study unit	
EFB312	International Finance			Second Area of Study unit	
EFB307	Finance 2	Vo	ar 2 Sa	mester 3 (Summer)	
	Second Area of Study Unit	10	zai 2, 00	Special Program	
Year 2, Se	emester 2			Special Program	
EFB335	Investments			Opedial Frogram	
EFB340	Finance Capstone	Im	portant I	nformation	
BSB126	Marketing			Please note: List of Second Area of Study can	
	Second Area of Study Unit			be viewed under BS07 (Human Resource Management) Unit Sets. Check unit availability	
	Second Area of Study Unit			when selecting Second Area of Study units.	
Year 2, Semester 3 (Summer)		Ful	Full-time Semester 1 Entry - International Business		
	Special Program	Ye	ear 1 Se	mester 1	
	Special Program		SB113	Economics	
	1.6		SB124	Working in Business	
important	Information		SB119	Global Business	
	Please note: List of Second Area of Study can be viewed under BS07 (Finance) Unit Sets.		SB115	Management	
	Check unit availability when selecting Second Area of Study units.		SB126	Marketing	
Full-time Semester 1 Entry - Human Resources			Year 1, Semester 2		
Management			SB110	Accounting	
V 10			SB123	Data Analysis	
Year 1, Se			MB210	Importing and Exporting	
BSB113	Economics		B240	Finance for International Business	
BSB115	Management		GB225	Intercultural Communication and Negotiation	
BSB124	Working in Business			Skills	
BSB111	Business Law and Ethics	Va	ar 1 Sa	mastar 3 (Summar)	
BSB126	Marketing		ear 1, Se SB200	mester 3 (Summer)	
Year 1, Se	Project				
BSB110 Accounting			Year 2, Semester 1		
BSB123	Data Analysis	AN	MB303	International Logistics	
-	•		40000		

AMB336

International Marketing

AYB227 International Accounting Second Area of Study

Second Area of Study

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 (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

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 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)

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.

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

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

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 (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 reenter 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 oncampus 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

AMN422	Media Strategy	AMN467	Public Relations Campaigns	
AMN423	Strategies for Creative Advertising	AMN468	Issues and Crisis Management	
Economics and Finance		Complementary studies list		
EFN405	Managerial Economics			
EFN406	Managerial Finance		entary studies list	
EFN412	Advanced Managerial Finance	AMN400	Consumer Behaviour	
EFN414	International Finance	AMN401	Integrated Marketing Communication	
EFN415	Security Analysis	AMN403	Marketing and Survey Research	
EFN416	Treasury and Portfolio Management	AMN420	Advertising Management	
		AMN422	Media Strategy	
Human Re	source Management	AMN423	Strategies for Creative Advertising	
MGN410	Employment Relations	AMN430	International Logistics Management	
MGN412	People in Organisations	AMN431	Marketing Internationally	
MGN506	Contemporary Issues in Human Resource	AMN442	Marketing Management	
	Management	AMN443	Product and Service Innovation	
Integrated	Marketing Communication	AMN447	Contemporary Issues in Marketing	
AMN400	Consumer Behaviour	AMN460	Corporate and Investor Relations	
AMN401	Integrated Marketing Communication	AMN461	Corporate Media Strategy and Tactics	
AMN404	Readings in Integrated Marketing	AMN462	Community Consultation and Engagement	
	Communication	AMN465	Public Relations Management	
AMN405	Cases in Integrated Marketing Communication	AMN468	Issues and Crisis Management	
AMN420	Advertising Management	AYN414	Cost and Management Accounting	
AMN442	Marketing Management	AYN416	Financial Accounting 1	
AMN465	Public Relations Management	AYN424	International Accounting	
International Business		AYN456	Business and Corporations Law	
MGN447	Managing in a Globalised Economy	BSN412	Qualitative Research and Analytical Techniques	
AMN430	International Logistics Management	BSN414	Quantitative Research Methods	
AMN431	Marketing Internationally	BSN502	Research Methodology	
MGN444	Business in Asia	EFN422	Economics and Data Analysis	
MGN445	Business in Europe	EFN405	Managerial Economics	
MGN446	Business in Australia	EFN406	Managerial Finance	
Marketing		EFN419	Data Analysis	
AMN400	Consumer Behaviour	EFN420	Introduction To Financial Management	
AMN401	Integrated Marketing Communication	EFN421	Financial Planning and Strategies	
AMN402	Events Marketing and Management	EFN422	Economics and Data Analysis	
AMN403	Marketing and Survey Research	GSN224	Corporate Philanthropy	
AMN442	Marketing Management	GSN233	Special Topic in Philanthropy and Nonprofit	
AMN443	Product and Service Innovation		Studies	
AMN444	Services Marketing	MGN409	Introduction to Management	
AMN445	Strategic Marketing Management	MGN410	Employment Relations	
AMN447	Contemporary Issues in Marketing	MGN412	People in Organisations	
	· ·	MGN440	Designing Effective and Sustainable Organisations	
Public Rela		MGN442	Self Leadership	
AMN460	Corporate and Investor Relations	MGN444	Business in Asia	
AMN461	Corporate Media Strategy and Tactics	MGN445	Business in Europe	
AMN462	Community Consultation and Engagement	MGN446	Business in Australia	
AMN465	Public Relations Management			

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

			· · · · · · · · · · · · · · · · · · ·
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		
AYN506	Strategic Management Accounting	BSN502	Research Methodology
AYN507	Governance Issues in Accounting		NOTE: An opportunity exists for eligible students to learn through work-related
BSN404	Project 1		experiences:
BSN405	Project 2	AYN460	Accountancy Work Placement
BSN406	Project 3	AYN461	Accountancy Work Integrated Learning
BSN412	Qualitative Research and Analytical Techniques		Admission to these units is by application and subsequent approval by the Unit Coordinator
BSN414	Quantitative Research Methods		For BSN404, BSN405 and BSN406 units:
BSN502	Research Methodology		Enrolment in these units requires the prior approval of the Subject Area Coordinator.
	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.		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
	Note: Students who are considering future study towards a Research Masters or PhD should complete BSN502, AYN433 and at		BSN412 or BSN414. Please contact the School of Accountancy Research Students C ordinator for more information.

Accounting Unit Set (ACP) (For Continuing Students only)

least one of BSN412 or BSN414. Please contact the School of Accountancy Research

Students Coordinator for more information.

Part A - Compulsory Units (48 credit points):

	inpulsory strike (18 stream 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)

rail b - Ac	counting Area Studies (90 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

Potential Careers:

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

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.isp

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	

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	Plus 6 units	from:
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	EFN410	Economic and Financial Modelling
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	EFN414	International Finance
EFN501 Corporate and Commercial Lending EFN505 Financial Risk Management EFN507 Advanced Capital Budgeting BSN404 Project 1 Faculty of Business Postgraduate Option Units	EFN416	Treasury and Portfolio Management
EFN505 Financial Risk Management EFN507 Advanced Capital Budgeting BSN404 Project 1 Faculty of Business Postgraduate Option Units	EFN421	Financial Planning and Strategies
EFN507 Advanced Capital Budgeting BSN404 Project 1 Faculty of Business Postgraduate Option Units	EFN501	Corporate and Commercial Lending
BSN404 Project 1 Faculty of Business Postgraduate Option Units	EFN505	Financial Risk Management
Faculty of Business Postgraduate Option Units	EFN507	Advanced Capital Budgeting
	BSN404	Project 1
(maximum of 24 credit points)		Faculty of Business Postgraduate Option Units (maximum of 24 credit points)

Full Time, Semester 1 Entry

EFN415

	•	
Year 1, Se	emester 1	
EFN405	Managerial Economics	
EFN406	Managerial Finance	
EFN420	Introduction To Financial Management	
AYN456	Business and Corporations Law	
V 4.0	1 0	
Year 1, Semester 2		
EFN412	Advanced Managerial Finance	

Security Analysis

	•
EFN414	International Finance
EFN421	Financial Planning and Strategies
	Faculty of Business Postgraduate Option Unit

plus 2 units from:

Year 2, Ser	nester 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, Se	emester 2
EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law
Year 2, Se	emester 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, Se	emester 2
	Four units from:
EFN410	Economic and Financial Modelling
EFN414	International Finance
EFN421	Financial Planning and Strategies
EFN507	Advanced Capital Budgeting

Applied Finance Unit Set (AFP) (for continuing students only)

Faculty of Business Postgraduate Option Unit

Financial Risk Management

Project 1

Part A - C	ompulsory Units (48 credit points):	
EFN405	Managerial Economics	
EFN406	Managerial Finance	
EFN420	Introduction To Financial Management	
AYN456	Business and Corporations Law	
Dowl D. A.	andiad Finance Chadine (OC anadit nainte)	
Part B - Applied Finance Studies (96 credit points)		

EFN505

BSN404

EFN421

EFN505 EFN507

BSN404

EFN412	Advanced Managerial Finance	EFN412	Advanced Managerial Finance
EFN415	Security Analysis	EFN415	Security Analysis
	Plus six units from the following:		Plus two units from:
EFN410	Economic and Financial Modelling	EFN410	Economic and Financial Modelling
EFN414	International Finance	EFN416	Treasury and Portfolio Management
EFN416	Treasury and Portfolio Management	EFN421	Financial Planning and Strategies
EFN421	Financial Planning and Strategies	BSN404	Project 1
EFN501	Corporate and Commercial Lending		Elective
EFN505	Financial Risk Management		
EFN507	Advanced Capital Budgeting	Year 2, Se	mester 2
	1 0 0		four units from:
BSN404	Project 1	EFN410	Economic and Financial Modelling
	OR Elective Units (maximum of 2)		•
	,	EFN414	International Finance

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

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, Se	mester 2
EFN405	Managerial Economics
EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

Part Time, Semester 1 Entry (for continuing students only)

Financial Planning and Strategies

Financial Risk Management

Advanced Capital Budgeting

Project 1 Elective

Year 1, Se	mester 1
EFN405	Managerial Economics
EFN406	Managerial Finance
Year 1, Se	mester 2
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law

EFN412 Advanced Managerial Finance

EFN415 Security Analysis

Year 2, Semester 2

Year 2, Semester 1

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, Se	emester 2
EFN405	Managerial Economics
EFN406	Managerial Finance
Year 2, Se	emester 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 creit 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.isp

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@gut.edu.au

Human Resource Management Unit Set (HRP)

HRM Unit Set MGN409 Introduction to Management MGN410 **Employment Relations** MGN412 People in Organisations Designing Effective and Sustainable MGN440 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, Semster 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 conintuing 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 conintuing 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

Strategic HRM MGN421

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:

BUSINESS

	FACULTY O	F BUS	INESS
AMN400	Consumer Behaviour	Year 1, Se	emester 1
AMN401	Integrated Marketing Communication	AMN400	Consumer Behaviour
AMN403	Marketing and Survey Research	AMN401	Integrated Marketing Communication
AMN404	Readings in Integrated Marketing Communication	Year 1, Se	emester 2
AMN405	Cases in Integrated Marketing Communication	AMN442	Marketing Management
AMN406	Project	AMN420	Advertising Management
AMN420	Advertising Management		
OR	null	Year 2, Se	
AMN442	Marketing Management	AMN403	Marketing and Survey Research
Full-time.	Semester 1 Entry		One unit from Complementary Studies List
		Year 2, Se	emester 2
Year 1, Se	emester 1	AMN404	Readings in Integrated Marketing Communication
AMN442	Marketing Management		One unit from Complementary Studies List
AMN420	Advertising Management		One unit from Complementary Studies List
AMN401	Integrated Marketing Communication	Year 3, Se	emester 1
AMN400	Consumer Behaviour	AMN465	Public Relations Management
Year 1, Se	emester 2	AMN405	Cases in Integrated Marketing Communication
AMN403	Marketing and Survey Research	Year 3, Se	emester 2
AMN404	Readings in Integrated Marketing Communication	AMN406	Project
AMN465	Public Relations Management	Part-time,	Semester 2 Entry
	One unit from Complementary Studies List	., , ,	
V 0.0		Year 1, Se	
Year 2, Se		AMN400	Consumer Behaviour
AMN405	Cases in Integrated Marketing Communication	AMN401	Integrated Marketing Communication
AMN406	Project One unit from Complementary Studies List	Year 2, Se	emester 1
	One unit from Complementary Studies List	AMN442	Marketing Management
Full-time,	Semester 2 Entry	AMN420	Advertising Management
Year 1, Se	emester 2	Year 2, Se	emester 2
AMN442	Marketing Management	AMN403	Marketing and Survey Research
AMN420	Advertising Management		One unit from Complementary Studies List
AMN401	Integrated Marketing Communication	Year 3, Se	amostor 1
AMN400	Consumer Behaviour	AMN404	Readings in Integrated Marketing
Year 2, Se	emester 1	AMINAOA	Communication
AMN403	Marketing and Survey Research		One unit from Complementary Studies List
AMN404	Readings in Integrated Marketing	Year 3, Se	emester 2
	Communication	AMN465	Public Relations Management
AMN465	Public Relations Management One unit from Complementary Studies List	AMN405	Cases in Integrated Marketing Communication
Vaar 0 C	amostor 2	Year 4, Se	emester 1
Year 2, Se	emester Z	AMN406	Project

AMN406 Project

Integrated Marketing Communication Unit Set (IMP) (for continuing students only)

Part A - Compulsory Units (48 credit points):

AMN442 Marketing Management

AMN405

AMN406

Project

Part-time, Semester 1 Entry

Cases in Integrated Marketing Communication

One unit from Complementary Studies List

AMN403 Marketing and Survey Research One unit from Foundation Studies List Two units from Foundation Studies List Part Time, Semester 1 Entry (continuing students only) Part B - Integrated Marketing Communication Area Studies Year 1, Semester 1 (96 credit points) **AMN400** Consumer Behaviour **AMN400** Consumer Behaviour **AMN401** Integrated Marketing Communication **AMN401** Integrated Marketing Communication **AMN404** Readings in Integrated Marketing Year 1, Semester 2 Communication AMN442 Marketing Management **AMN405** Cases in Integrated Marketing Communication AMN420 Advertising Management **AMN406** Project **AMN420 Advertising Management** Year 2, Semester 1 AMN465 **Public Relations Management AMN403** Marketing and Survey Research One unit from Foundation Studies List Full Time, Semester 1 Entry (for continuing students only) Year 2, Semester 2 **AMN404** Readings in Integrated Marketing Year 1, Semester 1 Communication AMN442 Marketing Management One unit from Foundation Studies List **AMN420** Advertising Management **AMN401** Integrated Marketing Communication Year 3, Semester 1 AMN400 Consumer Behaviour AMN465 **Public Relations Management** AMN405 Cases in Integrated Marketing Communication Year 1, Semester 2 **AMN403** Marketing and Survey Research Year 3, Semester 2 **AMN406 AMN404** Readings in Integrated Marketing Project Communication Part Time, Semester 2 Entry (for continuing students **AMN465** Public Relations Management only) One unit from Foundation Studies List Year 1, Semester 2 Year 2, Semester 1 **AMN400** Consumer Behaviour AMN405 Cases in Integrated Marketing Communication AMN401 Integrated Marketing Communication **AMN406** Project One unit from Foundation Studies List Year 2, Semester 1 AMN442 Marketing Management Full Time, Semester 2 Entry (for continuing students only) **AMN420** Advertising Management Year 2, Semester 2 Year 1, Semester 2 **AMN403** Marketing and Survey Research AMN442 Marketing Management One unit from Foundation Studies List **AMN420** Advertising Management **AMN401 Integrated Marketing Communication** Year 3, Semester 1 **AMN400** Consumer Behaviour **AMN404** Readings in Integrated Marketing Communication Year 2, Semester 1 One unit from Foundation Studies List **AMN403** Marketing and Survey Research Readings in Integrated Marketing Year 3, Semester 2 **AMN404** Communication AMN405 Cases in Integrated Marketing Communication **AMN465 Public Relations Management** AMN465 **Public Relations Management** One unit from Foundation Studies List Year 4. Semester 1 Year 2, Semester 2 **AMN406** Project **AMN405** Cases in Integrated Marketing Communication

AMN406

Project

Dotontial Cara	
Potential Care	-15

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

	FACILITY	OF BUC	INFCC
	One unit from the Foundation Studies List	AMN431	INESS Marketing Internationally
MGN448	Negotiating Across Borders	EFN406	Marketing Internationally Managerial Finance
AMN430	International Logistics Management	LI 11400	Choose one from:
AMN431	Marketing Internationally	MGN444	Business in Asia
AYN424	International Accounting	MGN444 MGN446	Business in Australia
A111424	· ·	WGN440	Dusiriess iri Australia
LWS075	or International Business and Law	Year 2, Se	mester 1
LVV3075	Plus two from:	EFN405	Managerial Economics
MCNIAAA		AMN430	International Logistics Management
MGN444	Business in Asia		One unit from the Complementary Studies List
MGN445	Business in Europe		Plus choose one from:
MGN446	Business in Australia	MGN444	Business in Asia
	Plus:	MGN445	Business in Europe
	Two units from Complementary Studies List	MGN446	Business in Australia
Full-time,	Semester 1 Entry (Structure A)	Year 2, Se	mostor 2
STRUCTL	IDE A	MGN448	
STRUCTO			Negotiating Across Borders
	Suggested Full-time International Business Course Structure (for students choosing to take AYN424)	AYN424	International Accounting Two Complementary Studies Units
Year 1, Se	emester 1	Part-time,	Semester 1 Entry (Structure A)
MGN447	Managing in a Globalised Economy	OTDUOTI	
AMN430	International Logistics Management	STRUCTU	
EFN405	Managerial Economics		Suggested Part-time International Business Course Structure (for students choosing to take
LI 14400	Plus choose one from:		AYN424)
MGN444	Business in Asia	Year 1, Se	emester 1
MGN445	Business in Europe	MGN447	Managing in a Globalised Economy
MGN446	Business in Australia		Choose one from:
		MGN444	Business in Asia
Year 1, Se	emester 2	MGN445	Business in Europe
EFN406	Managerial Finance	MGN446	Business in Australia
AMN431	Marketing Internationally		
AYN424	International Accounting	Year 1, Se	mester 2
	One unit from the Complementary Studies List	EFN405	Managerial Economics
Year 2, Se	emester 1	AMN430	International Logistics Management
MGN448	Negotiating Across Borders	Year 2, Se	mester 1
IVIOINTO	Two Complementary Studies Units	EFN406	Managerial Finance
	I wo Complementary Studies Units	LI 11400	managenari mance

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 Year 2, Semester 2

AMN431

AYN424

MGN448 **Negotiating Across Borders** Choose one from:

Marketing Internationally

International Accounting

One unit from the Complementary Studies List

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

MGN446

MGN	1447	Managing in a Globalised Economy
AMN	l430	International Logistics Managemen
EFN.	405	Managerial Economics
		Plus choose one from:
MGN	1444	Business in Asia
MGN	1445	Business in Europe

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

Full-time, Semester 2 Entry (Structure B)

Business in Australia

STRUCTURE B

MGN446

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)

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

AMN400

AMN403 Marketing and Survey Research
Two units from Complementary Studies List

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

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

Two approved AMN Elective units

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

0

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 Entrym (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

	FACULIT	F BUS	INESS
	Organisations		
GSN484	Management for Philanthropic and Nonprofit	Year 1, Se	emester 2
0011405	Organisations		One unit from Complimentary Studies List
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations	GSN224	Corporate Philanthropy
GSN486	Accounting and Finance Issues for		One Unit from:
GSN487	Philanthropic & Nonprofit Organisations Marketing for the Nonprofit Sector	BSN412	Qualitative Research and Analytical Techniques
GSN488	Fundraising Development Principles	BSN502	Research Methodology
GSN489	Fundraising Development Techniques	BSN414	Quantitative Research Methods
BSN406	Project 3	AMN403	Marketing and Survey Research
DOI1400	Plus 12 credit points from the Complementary		6TP4
	Studies list	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
	Plus Faculty of Business Postgraduate Option Units (24 credit points)		6TP5
Full-time,	Semester 1 Entry	GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
Year 1, Se	emester 1	Year 2, Se	emester 1
	One unit from Complimentary Studies List	GSN233	Special Topic in Philanthropy and Nonprofit
GSN233	Special Topic in Philanthropy and Nonprofit Studies	3011200	Studies 12 credit points of Faculty of Business
	6TP2		Postgraduate Option Units
GSN481	Philanthropic and Nonprofit Frameworks of Governance		6TP2
GSN484	Management for Philanthropic and Nonprofit	GSN481	Philanthropic and Nonprofit Frameworks of Governance
	Organisations 6TP3	GSN484	Management for Philanthropic and Nonprofit Organisations
GSN483	Ethics for Philanthropic and Nonprofit		6TP3
GSN487	Organisations Marketing for the Nonprofit Sector	GSN483	Ethics for Philanthropic and Nonprofit Organisations
Voor 1 Co	amaatar 2	GSN487	Marketing for the Nonprofit Sector
Year 1, Se GSN224		Year 2, Se	emester 2
GSN224	Corporate Philanthropy One Unit from:	BSN406	Project 3
BSN412	Qualitative Research and Analytical	2011100	12 credit points of Faculty of Business
DONIAAA	Techniques		Postgraduate Option Units 6TP4
BSN414	Quantitative Research Methods	GSN488	Fundraising Development Principles
BSN502	Research Methodology	G311400	6TP5
AMN403	Marketing and Survey Research 6TP4	GSN489	Fundraising Development Techniques
GSN485	Legal Issues for Philanthropic and Nonprofit		Semester 1 Entry
GSN488	Organisations Fundraining Development Principles		•
G311400	Fundraising Development Principles 6TP5	Year 1, Se	
GSN486	Accounting and Finance Issues for	GSN233	Special Topic in Philanthropy and Nonprofit Studies
GSN489	Philanthropic & Nonprofit Organisations Fundraising Development Techniques	0001404	6TP2
		GSN481	Philanthropic and Nonprofit Frameworks of Governance
Year 2, Se			6TP3
BSN406	Project 3 Faculty of Business Postgraduate Option Units	GSN483	Ethics for Philanthropic and Nonprofit Organisations
	(24 credit points)	Year 1, Se	emester 2
Full-time,	Semester 2 Entry		

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Full-time, Semester 2 Entry

	IAGULII	<u> </u>	INLOG
GSN224	Corporate Philanthropy	BSN414	Quantitative Research Methods
	6TP4	BSN502	Research Methodology
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations	AMN403	Marketing and Survey Research 6TP4
GSN486	6TP5 Accounting and Finance Issues for	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
G311400	Philanthropic & Nonprofit Organisations		6TP5
Year 2, Se	emester 1	GSN486	Accounting and Finance Issues for
,	One unit from Complimentary Studies List		Philanthropic & Nonprofit Organisations
	6TP2	Year 3, Se	emester 1
GSN484	Management for Philanthropic and Nonprofit Organisations		12 credit points of Faculty of Business Postgraduate Option units
	6TP3		6TP2
GSN487	Marketing for the Nonprofit Sector	GSN484	Management for Philanthropic and Nonprofit Organisations
Year 2, Se	emester 2		6TP3
DONAGO	One Unit from:	GSN487	Marketing for the Nonprofit Sector
BSN412	Qualitative Research and Analytical Techniques	Year 3, Se	emester 2
BSN414	Quantitative Research Methods		12 credit points of Faculty of Business Postgraduate Option units
BSN502	Research Methodology		6TP4
AMN403	Marketing and Survey Research	GSN488	Fundraising Development Principles
CSNI400	6TP4		6TP5
GSN488	Fundraising Development Principles 6TP5	GSN489	Fundraising Development Techniques
GSN489	Fundraising Development Techniques	Year 4, Se	emester 1
Year 3, Se	emester 1	BSN406	Project 3
,	24 credit points of Faculty of Business Postgraduate Option units		opy and Nonprofit Studies Unit Set (for g students only)
Year 3, Se	emester 2	Part A - C	ompulsory Units (48 credit points):
BSN406	Project 3	GSN224	Corporate Philanthropy
Part-time,	Semester 2 Entry	GSN233	Special Topic in Philanthropy and Nonprofit Studies
Year 1, Se	emester 2		One unit from the Foundation Studies List
GSN224	Corporate Philanthropy		Plus choose one unit from:
0011221	One unit from Complimentary Studies List	BSN412	Qualitative Research and Analytical Techniques
Year 2, Se	emester 1	BSN414	Quantitative Research Methods
GSN233	Special Topic in Philanthropy and Nonprofit	BSN502	Research Methodology
GSN233	Special Topic in Philanthropy and Nonprofit Studies	BSN502 AMN403	Research Methodology Marketing and Survey Research
	Special Topic in Philanthropy and Nonprofit Studies 6TP2	AMN403	Marketing and Survey Research
GSN233 GSN481	Special Topic in Philanthropy and Nonprofit Studies 6TP2 Philanthropic and Nonprofit Frameworks of Governance	AMN403 Part B - Pl (96 credit	Marketing and Survey Research hilanthropy and Non Profit Studies Area Studies points)
	Special Topic in Philanthropy and Nonprofit Studies 6TP2 Philanthropic and Nonprofit Frameworks of Governance 6TP3 Ethics for Philanthropic and Nonprofit	AMN403 Part B - Pl (96 credit GSN481	Marketing and Survey Research hilanthropy and Non Profit Studies Area Studies points) Philanthropic and Nonprofit Frameworks of Governance
GSN481 GSN483	Special Topic in Philanthropy and Nonprofit Studies 6TP2 Philanthropic and Nonprofit Frameworks of Governance 6TP3 Ethics for Philanthropic and Nonprofit Organisations	AMN403 Part B - Pl (96 credit	Marketing and Survey Research hilanthropy and Non Profit Studies Area Studies points) Philanthropic and Nonprofit Frameworks of
GSN481	Special Topic in Philanthropy and Nonprofit Studies 6TP2 Philanthropic and Nonprofit Frameworks of Governance 6TP3 Ethics for Philanthropic and Nonprofit Organisations	AMN403 Part B - Pl (96 credit GSN481	Marketing and Survey Research hilanthropy and Non Profit Studies Area Studies points) Philanthropic and Nonprofit Frameworks of Governance Ethics for Philanthropic and Nonprofit

	FACULTY	ΟF	BUS	INESS
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations		BSN412	Qualitative Research and Analytical Techniques
GSN487	Marketing for the Nonprofit Sector		BSN502	Research Methodology
GSN488	Fundraising Development Principles		BSN414	Quantitative Research Methods
GSN489	Fundraising Development Techniques		AMN403	Marketing and Survey Research
BSN406	Project 3			6TP4
	Plus 24 cps of elective studies		GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
Full Time, Semester 1 Entry (for continuing students				6TP5
only)			GSN486	Accounting and Finance Issues for
Year 1, Se	emester 1			Philanthropic & Nonprofit Organisations
	One unit from Complimentary Studies List		Year 2, Se	emester 1
GSN233	Special Topic in Philanthropy and Nonprofit Studies		GSN233	Special Topic in Philanthropy and Nonprofit Studies
GSN481	6TP2 Philanthropic and Nonprofit Frameworks of			12 credit points of Faculty of Business Postgraduate Option Units
G3N401	Governance			6TP2
GSN484	Management for Philanthropic and Nonprofit Organisations		GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN483	6TP3 Ethica for Philanthronia and Nanprofit		GSN484	Management for Philanthropic and Nonprofit Organisations
G3N403	Ethics for Philanthropic and Nonprofit Organisations			6TP3
GSN487	Marketing for the Nonprofit Sector		GSN483	Ethics for Philanthropic and Nonprofit Organisations
Year 1, Se	emester 2		GSN487	Marketing for the Nonprofit Sector
GSN224	Corporate Philanthropy		Year 2, Se	amastar 2
	One Unit from:		BSN406	Project 3
BSN412	Qualitative Research and Analytical Techniques		D3N400	12 credit points of Faculty of Business Postgraduate Option Units
BSN414	Quantitative Research Methods			6TP4
BSN502	Research Methodology		GSN488	Fundraising Development Principles
AMN403	Marketing and Survey Research		G311400	6TP5
	6TP4		GSN489	Fundraising Development Techniques
GSN485	Legal Issues for Philanthropic and Nonprofit Organisations			Semester 1 Entry (for continuing students
GSN488	Fundraising Development Principles		only)	, , , , , , , , , , , , , , , , , , , ,
	6TP5		V 16	
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations		Year 1, Se GSN233	Special Topic in Philanthropy and Nonprofit
GSN489	Fundraising Development Techniques			Studies 6TP2
Year 2, Se	emester 1		GSN481	Philanthropic and Nonprofit Frameworks of
BSN406	Project 3	_	3011701	Governance

	6TP2
GSN481	Philanthropic and Nonprofit Frameworks o 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

One Unit from:

Corporate Philanthropy

only)

GSN224

Year 1, Semester 2

Faculty of Business Postgraduate Option Units (24 credit points)

One unit from Complimentary Studies List

Full Time, Semester 2 Entry (for continuing students

FACULTY **GSN486** Accounting and Finance Issues for Philanthropic & Nonprofit Organisations Year 2, Semester 1 One unit from Complimentary Studies List **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 **GSN488 Fundraising Development Principles 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 **GSN481** Philanthropic and Nonprofit Frameworks of Governance **GSN483** Ethics for Philanthropic and Nonprofit Organisations Year 2, Semester 2 Choose one from:

Qualitative Research and Analytical

Quantitative Research Methods

Marketing and Survey Research

Research Methodology

Techniques

6TP4

BSN412

BSN414

BSN502

AMN403

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

3TP5

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

AYN411

Business Professional Accounting Advanced program and receive up to 144 credit point of exemptions.

Professional Accountancy (PAP) Unit Set

Troicessional Accountaincy (FAF) offic occ			
Year 1 - S	emester 1		
AYN456	Business and Corporations Law		
AYN414	Cost and Management Accounting		
AYN416	Financial Accounting 1		
EFN406	Managerial Finance		
Year 1 - S	emester 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 - S	emester 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.		

EFN405	Managerial Economics
EFN406	Managerial Finance

Part B - Professional Accounting Area Studies (96 credit
points):

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

Audit and Assurance

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 Practicing Accountant, Construction Manager, Contract Administrator, Corporate Secretary, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Investment Manager, Project Manager, Property Development, Property Management.

Professional Accountancy (PAP) Unit Set (for continuing students only)

Part A - Compulsory Units (48 credit points):

AYN416 Financial Accounting 1

Master of Business (Public Relations) (BS16)

Year offered: 2010 Admissions: Yes CRICOS code: 059599K

Course duration (full time): 2 competer

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 mangers, 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.isp

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

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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

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, Semestser 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

Year 4, Semester 1

Readings in Integrated Marketing Communication AMN404

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

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

Elective units

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

Year 4, Semester 1

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

One unit from Foundation Studies List

Plus:

AMN406 Project

Or

Two approved AMN or Creative Advertising

Elective units

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

	IAGULII O	1 000	THE S S
AYN415	External Reporting Issues		Note: Students who are considering future
AYN424	International Accounting		study towards a Research Masters or PhD should complete BSN502, AYN433 and at
AYN426	International Capital Markets Law and Regulation		least one of BSN412 or BSN414. Please contact the School of Accountancy Research Students Coordinator for more information.
AYN433	Research Topics in Accounting		Students Coordinator for more information.
AYN438	Taxation Law and Practice		ng Unit Set (ACQ) (for continuing students
AYN442	Superannuation and Wealth Management	only)	
AYN453	Financial Forensics and Business Intelligence	Part A - C	ompulsory Units (48 credit points):
AYN454	Forensic Accounting and Investigation	AYN412	Company Law
AYN460	Accountancy Work Placement	AYN418	Financial Accounting 3
AYN461	Accountancy Work Integrated Learning	AYN438	Taxation Law and Practice
AYN505	Financial Analysis and Business Valuation		One elective unit as approved by the Subject
AYN506	Strategic Management Accounting		Area Coordinator
AYN507	Governance Issues in Accounting	Part B - A	ccounting Area Studies (96 credit points)
BSN404	Project 1	AYN424	International Accounting
BSN405	Project 2	AYN454	Forensic Accounting and Investigation
BSN406	Project 3	AYN505	Financial Analysis and Business Valuation
BSN412	Qualitative Research and Analytical	AYN507	Governance Issues in Accounting
5011111	Techniques	AYN520	Integrated Issues in Professional Practice
BSN414	Quantitative Research Methods	7111020	Plus three approved elective units.
BSN502	Research Methodology		rids tinee approved elective units.
An addition	nal four elective units are selected from the	Part C - A	dvanced Study Area (84 credit points)
following lis	st:		Plus 48 credit points from:
AYN415	External Reporting Issues		Approved Elective Units:
AYN424	International Accounting	AYN411	Audit and Assurance
AYN426	International Capital Markets Law and Regulation	AYN415	External Reporting Issues
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	AYN442	Superannuation and Wealth Management
AYN454	Forensic Accounting and Investigation	AYN453	Financial Forensics and Business Intelligence
AYN460	Accountancy Work Placement	AYN506	Strategic Management Accounting
AYN461	Accountancy Work Integrated Learning	AYN460	Accountancy Work Placement
AYN505	Financial Analysis and Business Valuation	AYN461	Accountancy Work Integrated Learning
AYN506	Strategic Management Accounting	BSN404	Project 1
AYN507	Governance Issues in Accounting	BSN405	Project 2
BSN404	Project 1	BSN406	Project 3
BSN405	Project 2	BSN412	Qualitative Research and Analytical
BSN406	Project 3	DOINTIE	Techniques
BSN412	Qualitative Research and Analytical	BSN414	Quantitative Research Methods
DOI1412	Techniques	BSN502	Research Methodology
BSN414	Quantitative Research Methods		 48 credit points of electives approved by the Subject Area Coordinator
BSN502	Research Methodology		48 credit point dissertation
	OR 48 credit points of electives approved by Subject Area Coordinator		NOTE: For BSN404, BSN405 and BSN406 units: Eenrolment in these units requires the
	OR 48 credit point Dissertation		prior approval of the Subject Area Coordinator.
	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: 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.

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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 E Units	Business Applied Finance Advance Compulsory
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:

	null
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

EFN412

Year 1, Se	mester 1	
EFN405	Managerial Economics	
EFN406	Managerial Finance	
EFN420	Introduction To Financial Management	
AYN456	Business and Corporations Law	
Year 1, Semester 1		

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
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Year 2, Ser	mester 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

EFN406	Managerial Finance
EFN420	Introduction To Financial Management
AYN456	Business and Corporations Law
Year 2, Sei	mester 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

Managerial Economics

Year 2, Semester 2

4 Units from:

	4 Office 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

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

Plus 2 Units from:

EFN414 International Finance

EFN421 Financial Planning and Strategies

BSN404 Project 1

Elective 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

Elective Unit

Year 3, Semester 1

48 Credit Points from either:

(1) Further advanced Finance Studies

(2) A 48cp minor from another Business stream

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(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

Advanced Managerial Finance

Year 2, Semester 1

EFN412

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:

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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, Ser	nester 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

MGN4 10	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	

	Wanagement list
Year 2, Se	mester 1
MGN412	People in Organisations
MGN506	Contemporary Issues in Human Resource Management
	Plus two units from Part B Human Resource Management list
V 0 0	

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, Se	mester 2	
MGN410	Employment Relations	
MGN440	Designing Effective and Sustainable Organisations	
V0 0-	tA	

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, Semster 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
MCN440 People in Ffective and Sustain

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, Semster 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 Proiect **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

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

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

Sueam

(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

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:

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

International Business Unit Set

Internationa	al 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;

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(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 Complemenary Studies List

Year 2, Semester 1

MGN448 Negotiating Across Borders

Two Complemenary Studies Units

Plus choose one from:

Business in Australia

MGN444 Business in Asia MGN445 Business in Europe

Year 2, Semester 2

MGN446

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 Complemenary Studies List

Two Complemenary 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 Complemenary 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 Complemenary 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 Complemenary Studies List

Year 4, Semester 1

Two Complemenary 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 Complemenary Studies List

Complemenary Studies Unit

Year 2, Semester 1

MGN448 Negotiating Across Borders
LWS075 International Business and Law
Complemenary 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 Complemenary Studies Units One unit from Complemenary Studies List Year 3, Semester 1 48 Credit Points from either: (1) A 48cp minor from another Business stream (2) 48cp Dissertation **AMN431** 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 Managing in a Globalised Economy **MGN447** 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 Complemenary Studies List Year 3, Semester 1 **MGN448 Negotiating Across Borders** Choose one from: **MGN444** Business in Asia **MGN445** Business in Europe

Year 3, Semester 2

MGN446

Two Complemenary Studies Units

Business in Australia

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

Managing in a Globalised Economy **MGN447**

EFN405 Managerial Economics

Year 2, Semester 1

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 Complemenary 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 Complemenary Studies Unit

Year 4, Semester 1

LWS075 International Business and Law Complemenary 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 AYN424 International Accounting Managerial Finance One unit from the Foundation Studies List **MGN447** Managing in a Globalised Economy One unit from the Foundation Studies List Year 2, Semester 1 Part B - International Business Area Studies (96 credit MGN448 **Negotiating Across Borders** points): Two Approved Elective Units **MGN448 Negotiating Across Borders** Plus choose one from: **AMN430** International Logistics Management MGN444 Business in Asia **AMN431** Marketing Internationally **MGN445** Business in Europe AYN424 International Accounting Business in Australia **MGN446** Year 2. Semester 2 LWS075 International Business and Law 48 Credit Points from either: Plus two from: (1) 48cp from another Business stream MGN444 Business in Asia (2) 48cp Dissertation Business in Europe MGN445 **MGN446** Business in Australia Full Time, Semester 2 Entry (Structure A) (for continuing students only) Plus two Approved Electives STRUCTURE A Part C - Plus an additional 48 Credit Points from either: (1) A 48cp minor from another Business Suggested Full-time International Business Course Structure (for students choosing to take stream AYN424) (2) 48 cp from another Business stream Year 1, Semester 2 Important Information **MGN447** Managing in a Globalised Economy Note: Please note that from 2010, units previously coded "IBN" have been re-coded to **AMN431** Marketing Internationally reflect School ownership. Unit content is **EFN406** Managerial Finance unchanged so students should not re-enrol in units of the same title if previously completed Choose one from: under the old code. Please refer to course MGN444 Business in Asia notes at the end of this document. Business in Australia MGN446 * Students choosing AYN424 should choose Structure A and students choosing LWS075 should choose Structure B. Year 2, Semester 1 **EFN405** Managerial Economics Full Time, Semester 1 Entry (Structure A) (for continuing students only) **AMN430** International Logistics Management One unit from the Foundation Studies List STRUCTURE A Plus choose one from: Suggested Full-time International Business MGN444 Business in Asia Course Structure (for students choosing to take AYN424) MGN445 Business in Europe MGN446 Business in Australia Year 1, Semester 1 **MGN447** Managing in a Globalised Economy Year 2, Semester 2 **EFN405** Managerial Economics MGN448 **Negotiating Across Borders** AMN430 **International Logistics Management** AYN424 International Accounting Plus choose one from: Two Approved Elective Units MGN444 Business in Asia Year 3, Semester 1 **MGN445** Business in Europe 48 Credit Points from either: Business in Australia **MGN446** (1) 48cp from another Business stream

(2) 48cp Dissertation

continuing students only)

Part Time, Semester 1 Entry (Structure A) (for

Year 1, Semester 2

Managerial Finance

Marketing Internationally

EFN406

AMN431

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

FACULTY OF BUSINESS Year 1. Semester 1 Year 3. Semester 1 **AMN400** Consumer Behaviour 48 Credits Points from either: AMN442 Marketing Management (1) A 48cp minor from another Business AMN403 Marketing and Survey Research (2) 48cp Dissertation One unit from Complementary Studies List Part-time, Semester 1 Entry Year 1, Semester 2 AMN447 Contemporary Issues in Marketing Year 1, Semester 1 Or AMN442 Marketing Management IBN421 Marketing Internationally AMN403 Marketing and Survey Research AMN445 Strategic Marketing Management Year 1, Semester 2 AMN401 **Integrated Marketing Communication** Consumer Behaviour AMN400 One unit from Complementary Studies List One unit from Complementary Studies List Year 2, Semester 1 Year 2, Semester 1 AMN444 Services Marketing AMN401 Integrated Marketing Communication AMN443 **Product and Service Innovation** One unit from Complementary Studies List Plus: AMN406 Proiect Year 2, Semester 2 Or **AMN445** Strategic Marketing Management Two approved AMN Elective units AMN447 Contemporary Issues in Marketing Year 2, Semester 2 **IBN421** Marketing Internationally 48 Credits Points from either: (1) A 48cp minor from another Business Year 3. Semester 1 stream AMN443 **Product and Service Innovation** (2) 48cp Dissertation AMN444 Services Marketing Full-time, Semester 2 Entry Year 3, Semester 2 Year 1, Semester 2 **AMN406 Project** AMN400 Consumer Behaviour Or AMN442 Marketing Management Two approved AMN Elective units **AMN403** Marketing and Survey Research Year 4, Semester 1 and 2 One unit from Complementary Studies List 48 Credits Points from either: Year 2, Semester 1 (1) A 48cp minor from another Business stream AMN401 **Integrated Marketing Communication** (2) 48cp Dissertation **AMN443** Product and Service Innovation AMN444 Services Marketing Part-time, Semester 2 Entry One unit from Complementary Studies List Year 1, Semester 2 Year 2, Semester 2 AMN442 Marketing Management AMN445 Strategic Marketing Management **AMN403 AMN447** Contemporary Issues in Marketing

Or

Plus:

Or

Project

Marketing Internationally

Two approved AMN Elective units

IBN421

AMN406

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 continuting 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

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

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

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

Rasaarch	Methodology	I Inite - Salac	t 12 crad	it noint 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

GSN483		F BUS	INESS
	Ethics for Philanthropic and Nonprofit Organisations	BSN406	Project 3
3SN484	Management for Philanthropic and Nonprofit Organisations		24 credit points of Faculty of Business Postgraduate Option units
SN485	Legal Issues for Philanthropic and Nonprofit	Year 2, Se	emester 2
	Organisations		48 Credit Points from either:
SN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations		(1) A 48cp minor from another Business stream
SN487	Marketing for the Nonprofit Sector		(2) 48cp Dissertation
SN488	Fundraising Development Principles	Full-time	Semester 2 Entry
SN489	Fundraising Development Techniques	i dii tiiiio,	John Color 2 Linky
SN406	Project 3	Year 1, Se	emester 2
	Faculty of Business Postgraduate Option Units (24 credit points)	GSN224	One unit from Complimentary Studies List Corporate Philanthropy
	12 credit points from the Complimentary Studies List	G311224	One Unit from:
lus an ac	dditional 48 Credit Points from either:	AMN403	Marketing and Survey Research
ac an ac	(1) Another Business stream	BSN412	Qualitative Research and Analytical Techniques
	(2) 48 cp Dissertation	BSN414	Quantitative Research Methods
.u. e		BSN502	Research Methodology
ııı-tıme,	Semester 1 Entry	20,1002	6TP4
ear 1, Se	emester 1	GSN485	Legal Issues for Philanthropic and Nonpro
	One unit from Complimentary Studies List	2 2 2 1	Organisations
SN233	Special Topic in Philanthropy and Nonprofit Studies	GSN486	6TP5 Accounting and Finance Issues for
	6TP2		Philanthropic & Nonprofit Organisations
SN481	Philanthropic and Nonprofit Frameworks of	Year 2, Se	emester 1
SN484	Governance Management for Philanthropic and Nonprofit	GSN233	Special Topic in Philanthropy and Nonprot Studies
	Organisations 6TP3		12 credit points of Faculty of Business Postgraduate Option units
SN483	Ethics for Philanthropic and Nonprofit Organisations		6TP2
SN487	Marketing for the Nonprofit Sector	GSN481	Philanthropic and Nonprofit Frameworks o Governance
ear 1, Se	emester 2	GSN484	Management for Philanthropic and Nonpro Organisations
SN224	Corporate Philanthropy		6TP3
	One Unit from:		UTITU
	One onk nom.	GSN/483	Ethics for Philanthronic and Nonprofit
MN403	Marketing and Survey Research	GSN483	Ethics for Philanthropic and Nonprofit Organisations
		GSN483 GSN487	
SN412	Marketing and Survey Research Qualitative Research and Analytical		Organisations Marketing for the Nonprofit Sector
SN412 SN414	Marketing and Survey Research Qualitative Research and Analytical Techniques	GSN487	Organisations Marketing for the Nonprofit Sector
SN412 SN414 SN502	Marketing and Survey Research Qualitative Research and Analytical Techniques Quantitative Research Methods Research Methodology 6TP4	GSN487 Year 2, Se	Organisations Marketing for the Nonprofit Sector emester 2 Project 3 12 credit points of Faculty of Business Postgraduate Option units
SN412 SN414 SN502	Marketing and Survey Research Qualitative Research and Analytical Techniques Quantitative Research Methods Research Methodology	GSN487 Year 2, Se	Organisations Marketing for the Nonprofit Sector emester 2 Project 3 12 credit points of Faculty of Business
MN403 SN412 SN414 SN502 SN485	Marketing and Survey Research Qualitative Research and Analytical Techniques Quantitative Research Methods Research Methodology 6TP4 Legal Issues for Philanthropic and Nonprofit Organisations Fundraising Development Principles	GSN487 Year 2, Se	Organisations Marketing for the Nonprofit Sector emester 2 Project 3 12 credit points of Faculty of Business Postgraduate Option units 6TP4 Fundraising Development Principles
SN412 SN414 SN502 SN485	Marketing and Survey Research Qualitative Research and Analytical Techniques Quantitative Research Methods Research Methodology 6TP4 Legal Issues for Philanthropic and Nonprofit Organisations Fundraising Development Principles 6TP5 Accounting and Finance Issues for	GSN487 Year 2, Se BSN406	Organisations Marketing for the Nonprofit Sector emester 2 Project 3 12 credit points of Faculty of Business Postgraduate Option units 6TP4
SN412 SN414 SN502 SN485 SN488	Marketing and Survey Research Qualitative Research and Analytical Techniques Quantitative Research Methods Research Methodology 6TP4 Legal Issues for Philanthropic and Nonprofit Organisations Fundraising Development Principles 6TP5	GSN487 Year 2, Se BSN406 GSN488	Organisations Marketing for the Nonprofit Sector emester 2 Project 3 12 credit points of Faculty of Business Postgraduate Option units 6TP4 Fundraising Development Principles 6TP5 Fundraising Development Techniques

Year 2, Semester 1

(1) A 48cp minor from another Business **stream** (2) 48cp Dissertation Part-time, Semester 1 Entry Year 1, Semester 1 Special Topic in Philanthropy and Nonprofit Studies 6TP2 Philanthropic and Nonprofit Frameworks of Governance 6TP3 Ethics for Philanthropic and Nonprofit **Organisations** Year 1, Semester 2 Corporate Philanthropy 6TP4 Legal Issues for Philanthropic and Nonprofit Organisations Accounting and Finance Issues for Philanthropic & Nonprofit Organisations Year 2, Semester 1 One unit from Complimentary Studies List Management for Philanthropic and Nonprofit Organisations 6TP3 Marketing for the Nonprofit Sector One Unit from: Marketing and Survey Research Qualitative Research and Analytical Techniques Quantitative Research Methods Research Methodology 6TP4

GSN484 GSN487 Year 2, Semester 2 **AMN403 BSN412 BSN414** BSN502 **GSN488 Fundraising Development Principles GSN489 Fundraising Development Techniques** Year 3, Semester 1

GSN233

GSN481

GSN483

GSN224

GSN485

GSN486

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

stream

(2) 48cp Dissertation

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

Qualitative Research and Analytical **BSN412**

Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

6TP4

GSN485 Legal Issues for Philanthropic and Nonprofit

Organisations

6TP5

Accounting and Finance Issues for **GSN486**

Philanthropic & Nonprofit Organisations

Year 3, Semester 1

12 credit points of Faculty of Business

Postgraduate Option units

GSN484 Management for Philanthropic and Nonprofit

Organisations

GSN487 Marketing for the Nonprofit Sector

Year 3, Semester 2

12 credit points of Faculty of Business

Postgraduate Option units

GSN488 Fundraising Development Principles

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 Organisations **stream GSN487** Marketing for the Nonprofit Sector (2) 48cp Dissertation Year 1, Semester 2 Philanthropy and Nonprofit Studies Unit Set (PSQ) (for **GSN224** Corporate Philanthropy continuing students only) One Unit from: Marketing and Survey Research Part A – Compulsory Units (48 credit points): **AMN403** Corporate Philanthropy Qualitative Research and Analytical **GSN224 BSN412** Techniques **GSN233** Special Topic in Philanthropy and Nonprofit Studies **BSN414** Quantitative Research Methods One unit from the Foundation Studies List **BSN502** Research Methodology Plus choose one unit from: 6TP4 **BSN412** Qualitative Research and Analytical **GSN485** Legal Issues for Philanthropic and Nonprofit Techniques Organisations **BSN414** Quantitative Research Methods **GSN488 Fundraising Development Principles** BSN502 Research Methodology 6TP5 **AMN403** Marketing and Survey Research **GSN486** Accounting and Finance Issues for Philanthropic & Nonprofit Organisations Part B - Philanthropy and Nonprofit Studies Area Studies **GSN489** Fundraising Development Techniques (96 credit points): Year 2, Semester 1 **GSN481** Philanthropic and Nonprofit Frameworks of Governance **BSN406** Project 3 **GSN483** Ethics for Philanthropic and Nonprofit 24 credit points of Faculty of Business Organisations Postgraduate Option units **GSN484** Management for Philanthropic and Nonprofit Organisations Year 2, Semester 2 Legal Issues for Philanthropic and Nonprofit **GSN485** 48 Credit Points from either: Organisations (1) A 48cp minor from another Business **GSN486** Accounting and Finance Issues for Philanthropic & Nonprofit Organisations (2) 48cp Dissertation **GSN487** Marketing for the Nonprofit Sector Full Time, Semester 2 Entry (for continuing students **GSN488 Fundraising Development Principles** only) **GSN489** Fundraising Development Techniques **BSN406** Project 3 Year 1, Semester 2 plus 24 cps of elective studies One unit from Complimentary Studies List Corporate Philanthropy **GSN224** Part C - Plus an additional 48 Credit Points from either: One Unit from: (1) Another Business stream **AMN403** Marketing and Survey Research (2) 48 cp Dissertation **BSN412** Qualitative Research and Analytical Full Time, Semester 1 Entry (for continuing students **Techniques** only) **BSN414** Quantitative Research Methods BSN502 Research Methodology Year 1, Semester 1 6TP4 One unit from Complimentary Studies List **GSN485** Legal Issues for Philanthropic and Nonprofit **GSN233** Special Topic in Philanthropy and Nonprofit Organisations Studies

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GSN486

GSN233

Year 2, Semester 1

Studies

GSN481

GSN484

GSN483

Governance

Organisations

6TP3

Philanthropic and Nonprofit Frameworks of

Management for Philanthropic and Nonprofit

Ethics for Philanthropic and Nonprofit

Accounting and Finance Issues for

Philanthropic & Nonprofit Organisations

12 credit points of Faculty of Business

Special Topic in Philanthropy and Nonprofit

	FACULIT	Jr bus	INESS
	Postgraduate Option units	Year 2, Se	emester 2
	6TP2	_,,,	One Unit from:
GSN481	Philanthropic and Nonprofit Frameworks of Governance	AMN403	Marketing and Survey Research
GSN484	Management for Philanthropic and Nonprofit Organisations	BSN412	Qualitative Research and Analytical Techniques
	6TP3	BSN414	Quantitative Research Methods
GSN483	Ethics for Philanthropic and Nonprofit Organisations	BSN502	Research Methodology 6TP4
GSN487	Marketing for the Nonprofit Sector	GSN488	Fundraising Development Principles
Year 2, Se			6TP5
BSN406	Project 3	GSN489	Fundraising Development Techniques
	12 credit points of Faculty of Business Postgraduate Option units	Year 3, Se	emester 1
	6TP4		24 credit points of elective units
GSN488	Fundraising Development Principles	Year 3, Se	emester 2
0011400	6TP5	BSN406	Project 3
GSN489	Fundraising Development Techniques	Year 4, Se	emester 1 and 2
Year 3, Se	emester 1	,	48 Credit Points from either:
	48 Credit Points from either:		(1) A 48cp minor from another Business stream
	(1) A 48cp minor from another Business stream		(2) 48cp Dissertation
	(2) 48cp Dissertation	Part Time	Semester 2 Entry (for continuing students
Part Time only)	, Semester 1 Entry (for continuing students	only)	, comester 2 Emay (for continuing students
V1 0		Year 1, Se	emester 2
Year 1, Se		GSN224	Corporate Philanthropy
GSN233	Special Topic in Philanthropy and Nonprofit Studies		One unit from Complimentary Studies List
	6TP2	Year 2, Se	
GSN481	Philanthropic and Nonprofit Frameworks of Governance	GSN233	Special Topic in Philanthropy and Nonprofit Studies
	6TP3		6TP2
GSN483	Ethics for Philanthropic and Nonprofit Organisations	GSN481	Philanthropic and Nonprofit Frameworks of Governance
Year 1, Se	emester 2		6TP3
GSN224	Corporate Philanthropy 6TP4	GSN483	Ethics for Philanthropic and Nonprofit Organisations
GSN485	Legal Issues for Philanthropic and Nonprofit	Year 2, Se	emester 2
0011-00	Organisations		Choose one from:
	6TP5	AMN403	Marketing and Survey Research
GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations	BSN412	Qualitative Research and Analytical Techniques
Year 2, Se	emester 1	BSN414	Quantitative Research Methods
_, _,	One unit from Complimentary Studies List	BSN502	Research Methodology 6TP4
GSN484	6TP2 Management for Philanthropic and Nonprofit Organisations	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
	6TP3		6TP5
GSN487	Marketing for the Nonprofit Sector	GSN486	Accounting and Finance Issues for

Philanthropic & Nonprofit Organisations

Year 3, Semester 1

12 credit points of Faculty of Business Postgraduate Option units

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

GSN488 Fundraising Development Principles

6TP5

Fundraising Development Techniques GSN489

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, Se	emester 1
AYN456	Business and Corporations Law
AYN414	Cost and Management Accounting
AYN416	Financial Accounting 1
EFN406	Managerial Finance
Year 1, Se	emester 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
V 0 C-	d
Year 2, Se AYN520	
AYNOZU	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: the list:	An additional 4 elective units are selected from
	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 – C	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

AYN411 Audit and Assurance AYN412 Company Law

AYN414 Cost and Management Accounting

	FACULTY
AYN417	Financial Accounting 2
AYN418	Financial Accounting 3
AYN438	Taxation Law and Practice
AYN443	Electronic Commerce Cycles
EFN419	Data Analysis
Port C Dlu	us an additional 48 Credit Points from either:
rail C - Fil	48 credit points from either:
AYN520	Integrated Issues in Professional Practice
ATNOZU	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 Three approved AMN Elective units COMPLEMENTARY STUDIES 48 Credit Points from either:

(1) A 48cp minor from another Business stream

(2) 48 cp Dissertation

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

Two approved AMN 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

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

Public Relations Campaigns AMN467

Year 4, Semester 1

AMN406 **Project**

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

(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

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

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) 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

Or

Two approved AMN 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:

Public Relations Officer/Consultant.

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
- 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 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

Todi I, Ocinicator I	Υ	ear	1,	Semester	1
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AMN400	Consumer Behaviour
AMN420	Advertising Management
AMN403	Marketing and Survey Research
KIP424	Advertising Creative: Introduction

Year 1, Semester 2

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

BUSINESS FACULTY O F

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

(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

KIP426 Advertising Creative: Copywriting and Art

Direction

One unit from Complementary Studies List

Year 4, Semester 1

AMN406 Project

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

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

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

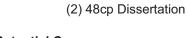
Two approved AMN or Creative Advertising

Elective units

Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:

(1) 48cp from another Business Stream



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 discpline 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

5	Obstitute Link (for a continuing a standard contra	AMN401	Integrated Marketing Communication
Foundation Studies List (for continuing students only)		AMN404	Readings in Integrated Marketing Communication
Foundation	Studies List	AMN405	Cases in Integrated Marketing Communication
AMN403	Marketing and Survey Research	AMN420	Advertising Management
AMN420	Advertising Management	AMN442	Marketing Management
AMN430	International Logistics Management	AMN465	Public Relations Management
AMN442	Marketing Management		18
AMN465	Public Relations Management		nal Business
AYN416	Financial Accounting 1	MGN447	Managing in a Globalised Economy
AYN456	Business and Corporations Law	AMN430	International Logistics Management
BSN412	Qualitative Research and Analytical Techniques	AMN431 MGN444	Marketing Internationally Business in Asia
EFN405	Managerial Economics	MGN445	Business in Europe
EFN406	Managerial Finance	MGN446	Business in Australia
EFN420	Introduction To Financial Management	Manlantina	
GSN224	Corporate Philanthropy	Marketing	Osmania Pakasiana
MGN409	Introduction to Management	AMN400	Consumer Behaviour
MGN423	Contemporary Strategic Analysis	AMN401	Integrated Marketing Communication
MGN440	Designing Effective and Sustainable	AMN402	Events Marketing and Management
MONIAAT	Organisations	AMN403	Marketing and Survey Research
MGN447	Managing in a Globalised Economy	AMN442	Marketing Management
MGN448	Negotiating Across Borders Business in Australia	AMN443	Product and Service Innovation
MGN446	Business in Australia	AMN444 AMN445	Services Marketing
Recommended Electives Units offered by the Faculty of		AMN447	Strategic Marketing Management Contemporary Issues in Marketing
Business (for continuing students only)		
Advertising		Public Rela	
AMN401	Integrated Marketing Communication	AMN460	Corporate and Investor Relations
AMN420	Advertising Management	AMN461	Corporate Media Strategy and Tactics
AMN400	Consumer Behaviour	AMN462	Community Consultation and Engagement
AMN421	Contemporary Issues in Advertising	AMN465	Public Relations Management
AMN422	Media Strategy	AMN467	Public Relations Campaigns
AMN423	Ctratagina for Craativa Advantising		Januara and Crisis Managarant
_	Strategies for Creative Advertising	AMN468	Issues and Crisis Management
Economics	and Finance		Issues and Crisis Management
Economics EFN405		Compleme	-
	and Finance	Compleme	entary studies list
EFN405	and Finance Managerial Economics	Compleme	entary studies list
EFN405 EFN406	and Finance Managerial Economics Managerial Finance	Compleme Compleme AMN400	entary studies list entary studies list Consumer Behaviour
EFN405 EFN406 EFN412	and Finance Managerial Economics Managerial Finance Advanced Managerial Finance	Compleme AMN400 AMN401	entary studies list entary studies list Consumer Behaviour Integrated Marketing Communication
EFN405 EFN406 EFN412 EFN414	and Finance Managerial Economics Managerial Finance Advanced Managerial Finance International Finance	Compleme AMN400 AMN401 AMN403	entary studies list entary studies list Consumer Behaviour Integrated Marketing Communication Marketing and Survey Research
EFN405 EFN406 EFN412 EFN414 EFN415 EFN416	and Finance Managerial Economics Managerial Finance Advanced Managerial Finance International Finance Security Analysis Treasury and Portfolio Management	Compleme AMN400 AMN401 AMN403 AMN420	entary studies list Consumer Behaviour Integrated Marketing Communication Marketing and Survey Research Advertising Management
EFN405 EFN406 EFN412 EFN414 EFN415 EFN416	Managerial Economics Managerial Finance Advanced Managerial Finance International Finance Security Analysis Treasury and Portfolio Management source Management	Compleme AMN400 AMN401 AMN403 AMN420 AMN422	entary studies list Consumer Behaviour Integrated Marketing Communication Marketing and Survey Research Advertising Management Media Strategy
EFN405 EFN406 EFN412 EFN414 EFN415 EFN416 Human Re	Managerial Economics Managerial Finance Advanced Managerial Finance International Finance Security Analysis Treasury and Portfolio Management source Management Employment Relations	Compleme AMN400 AMN401 AMN403 AMN420 AMN422 AMN423	entary studies list Consumer Behaviour Integrated Marketing Communication Marketing and Survey Research Advertising Management Media Strategy Strategies for Creative Advertising
EFN405 EFN406 EFN412 EFN414 EFN415 EFN416 Human Re MGN410 MGN412	Managerial Economics Managerial Finance Advanced Managerial Finance International Finance Security Analysis Treasury and Portfolio Management source Management Employment Relations People in Organisations	Compleme AMN400 AMN401 AMN403 AMN420 AMN422 AMN423 AMN430	entary studies list Consumer Behaviour Integrated Marketing Communication Marketing and Survey Research Advertising Management Media Strategy Strategies for Creative Advertising International Logistics Management
EFN405 EFN406 EFN412 EFN414 EFN415 EFN416 Human Re	Managerial Economics Managerial Finance Advanced Managerial Finance International Finance Security Analysis Treasury and Portfolio Management source Management Employment Relations	Compleme AMN400 AMN401 AMN403 AMN420 AMN422 AMN423 AMN430 AMN431	entary studies list Consumer Behaviour Integrated Marketing Communication Marketing and Survey Research Advertising Management Media Strategy Strategies for Creative Advertising International Logistics Management Marketing Internationally
EFN405 EFN406 EFN412 EFN414 EFN415 EFN416 Human Re MGN410 MGN412 MGN506	Managerial Economics Managerial Finance Advanced Managerial Finance International Finance Security Analysis Treasury and Portfolio Management source Management Employment Relations People in Organisations Contemporary Issues in Human Resource Management	Compleme AMN400 AMN401 AMN403 AMN420 AMN422 AMN423 AMN430 AMN431 AMN442	entary studies list Consumer Behaviour Integrated Marketing Communication Marketing and Survey Research Advertising Management Media Strategy Strategies for Creative Advertising International Logistics Management Marketing Internationally Marketing Management
EFN405 EFN406 EFN412 EFN414 EFN415 EFN416 Human Re MGN410 MGN412 MGN506	Managerial Economics Managerial Finance Advanced Managerial Finance International Finance Security Analysis Treasury and Portfolio Management source Management Employment Relations People in Organisations Contemporary Issues in Human Resource	Compleme AMN400 AMN401 AMN403 AMN420 AMN422 AMN423 AMN430 AMN431 AMN442 AMN443	entary studies list Consumer Behaviour Integrated Marketing Communication Marketing and Survey Research Advertising Management Media Strategy Strategies for Creative Advertising International Logistics Management Marketing Internationally Marketing Management Product and Service Innovation

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

NOTE:

MGN448

For Continuing Students only: please note Foundation list is now replaced by Complementary Studies list.

Negotiating Across Borders

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 E	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

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EFN414	International Finance	Master of	Business (Accounting)
EFN415	Security Analysis	AYN520	Integrated Issues in Professional Practice
EFN416	Treasury and Portfolio Management		Plus 84 credit points from
EFN501	Corporate and Commercial Lending	AYN411	Audit and Assurance
EFN505	Financial Risk Management	AYN438	Taxation Law and Practice
EFN507	Advanced Capital Budgeting	AYN415	External Reporting Issues
Course St	ructure - Professional Accounting / Applied	AYN426	International Capital Markets Law and Regulation
		AYN424	International Accounting
Master of	Business (Professional Accounting)	AYN442	Superannuation and Wealth Management
AYN411	Audit and Assurance	AYN453	Financial Forensics and Business Intelligence
AYN414	Cost and Management Accounting	AYN454	Forensic Accounting and Investigation
AYN416	Financial Accounting 1	AYN460	Accountancy Work Placement
AYN417	Financial Accounting 2	AYN461	Accountancy Work Integrated Learning
AYN418	Financial Accounting 3	AYN505	Financial Analysis and Business Valuation
AYN438	Taxation Law and Practice	AYN506	Strategic Management Accounting
AYN443	Electronic Commerce Cycles	AYN507	Governance Issues in Accounting
AYN520	Integrated Issues in Professional Practice	AYN433	Research Topics in Accounting
	null	Course St Business	ructure - Applied Finance / International
	Business (Applied Finance)	240000	
AYN456	Business and Corporations Law	Master of	Business (Applied Finance)
EFN406	Managerial Finance	EFN412	Advanced Managerial Finance
EFN422	Economics and Data Analysis	EFN415	Security Analysis
EFN412	Advanced Managerial Finance		Plus 72 credit points from
EFN415	Security Analysis	AYN456	Business and Corporations Law
	Plus 36 credit points from	EFN410	Economic and Financial Modelling
EFN410	Economic and Financial Modelling	EFN414	International Finance
EFN414	International Finance	EFN416	Treasury and Portfolio Management
EFN416	Treasury and Portfolio Management	EFN421	Financial Planning and Strategies
EFN421	Financial Planning and Strategies	EFN501	Corporate and Commercial Lending
EFN501	Corporate and Commercial Lending	EFN505	Financial Risk Management
EFN505	Financial Risk Management	EFN507	Advanced Capital Budgeting
EFN507	Advanced Capital Budgeting	BSN404	Project 1
BSN404	Project 1		null
Course St Accountir	ructure - Professional Accounting /	Master of	Business (International Business)
		EFN405	Managerial Economics
Master of	Business (Professional Accounting)	EFN406	Managerial Finance
EFN406	Managerial Finance	AYN424	International Accounting
EFN422	Economics and Data Analysis		OR
AYN414	Cost and Management Accounting	LWS075	International Business and Law
AYN416	Financial Accounting 1	MGN447	Managing in a Globalised Economy
AYN417	Financial Accounting 2	MGN448	Negotiating Across Borders
AYN418	Financial Accounting 3	AMN431	Marketing Internationally
AYN443	Electronic Commerce Cycles	AMN430	International Logistics Management
AYN456	Business and Corporations Law		Plus 12 credit points from
	II.	NAON1440	D ' ' A (!'

null

MGN446 Business in Australia

MGN444	Business in Asia	Master of I	Business (International Business)
MGN445	Business in Europe	EFN405	Managerial Economics
Course Structure - Integrated Marketing		EFN406	Managerial Finance
Communic	cation / International Business	AYN424	International Accounting
NA (57			OR
	Business (Integrated Marketing Communication)	LWS075	International Business and Law
AMN400	Consumer Behaviour	MGN447	Managing in a Globalised Economy
AMN401	Integrated Marketing Communication	MGN448	Negotiating Across Borders
AMN403	Marketing and Survey Research	AMN430	International Logistics Management
AMN404	Readings in Integrated Marketing Communication	AMN431	Marketing Internationally
AMN405	Cases in Integrated Marketing Communication		Plus 12 credit points from
AMN406	Project	MGN446	Business in Australia
	Plus 12 credit points from	MGN444	Business in Asia
AMN420	Advertising Management	MGN445	Business in Europe
AMN442	Marketing Management	Course St	ructure - Strategic Advertising / Integrated
AMN465	Public Relations Management		Communication
	null	Master of I	Business (Strategic Advertising)
Master of F	Business (International Business)	AMN400	Consumer Behaviour
EFN405	Managerial Economics	AMN403	Marketing and Survey Research
EFN406	Managerial Finance	AMN420	Advertising Management
AYN424	International Accounting	AMN421	Contemporary Issues in Advertising
A11N424	OR	AMN422	Media Strategy
LWS075	International Business and Law	AMN423	
			Strategies for Creative Advertising
MGN447	Managing in a Globalised Economy	KIP426	Advertising Creative: Copywriting and Art Direction
MGN448	Negotiating Across Borders		OR
AMN431	Marketing Internationally	AMN442	Marketing Management
AMN430	International Logistics Management	KIP424	Advertising Creative: Introduction
	Plus 12 credit points from		null
MGN446	Business in Australia		
MGN444	Business in Asia	Master of I	Business (Integrated Marketing Communication)
MGN445	Business in Europe	AMN401	Integrated Marketing Communication
	ructure - Strategic Advertising / International	AMN404	Readings in Integrated Marketing Communication
Business		AMN405	Cases in Integrated Marketing Communication
Master of E	Business (Strategic Advertising)	AMN406	Project
AMN400	Consumer Behaviour	AMN420	Advertising Management
AMN403	Marketing and Survey Research	AMN442	Marketing Management
AMN420	Advertising Management	AMN465	Public Relations Management
AMN421	Contemporary Issues in Advertising	Cauraa St	wreturn Chrotonia Advanticina/Dublic
AMN422	Media Strategy	Relations	ructure - Strategic Advertising/Public
AMN423	Strategies for Creative Advertising		
	OR	Master of I	Business (Strategic Advertising)
KIP426	Advertising Creative: Copywriting and Art	AMN400	Consumer Behaviour
	Direction	AMN403	Marketing and Survey Research
KIP424	Advertising Creative: Introduction	AMN420	Advertising Management
AMN442	Marketing Management	AMN421	Contemporary Issues in Advertising
	null	AMN422	Media Strategy

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AMN423	Strategies for Creative Advertising	AMN460	Corporate and Investor Relations
	OR	AMN461	Corporate Media Strategy and Tactics
KIP426	Advertising Creative: Copywriting and Art	AMN462	Community Consultation and Engagement
	Direction	AMN465	Public Relations Management
AMN442	Marketing Management	AMN467	Public Relations Campaigns
KIP424	Advertising Creative: Introduction	AMN468	Issues and Crisis Management
Master of I	Business (Public Relations)		Plus 12 credit points of approved elective uni
AMN460	Corporate and Investor Relations	Master of	Business (Integrated Marketing Communication
AMN461	Corporate Media Strategy and Tactics	AMN400	Consumer Behaviour
AMN462	Community Consultation and Engagement	AMN401	Integrated Marketing Communication
AMN465	Public Relations Management	AMN404	Readings in Integrated Marketing
AMN467	Public Relations Campaigns	AWINTOT	Communication
AMN468	Issues and Crisis Management	AMN405	Cases in Integrated Marketing Communication
AMN406	Project	AMN406	Project
`aa Ct	ructure - Public Relations/International	AMN420	Advertising Management
ourse St Business	ructure - Public Relations/International	AMN442	Marketing Management
		Course St	ructure - Marketing/Strategic Advertising
	Business (Public Relations)	Course of	ructure - marketing/otrategic Advertising
AMN403	Marketing and Survey Research	Master of	Business (Marketing)
AMN460	Corporate and Investor Relations	AMN400	Consumer Behaviour
AMN461	Corporate Media Strategy and Tactics	AMN401	Integrated Marketing Communication
AMN462	Community Consultation and Engagement	AMN442	Marketing Management
AMN465	Public Relations Management	AMN443	Product and Service Innovation
AMN467	Public Relations Campaigns	AMN444	Services Marketing
AMN468	Issues and Crisis Management	AMN445	Strategic Marketing Management
AMN401	Integrated Marketing Communication	AMN447	Contemporary Issues in Marketing
	OR	AMN431	Marketing Internationally
AMN442	Marketing Management	Master of	Business (Strategic Advertising)
Master of I	Business (International Business)	AMN403	Marketing and Survey Research
EFN405	Managerial Economics	AMN420	Advertising Management
EFN406	Managerial Finance	AMN421	Contemporary Issues in Advertising
AYN424	International Accounting	AMN422	. ,
	OR		Media Strategy
WS075	International Business and Law	AMN423	Strategies for Creative Advertising OR
MGN447	Managing in a Globalised Economy	KIP426	
MGN448	Negotiating Across Borders	KIP420	Advertising Creative: Copywriting and Art Direction
AMN431	Marketing Internationally	KIP424	Advertising Creative: Introduction
AMN430	International Logistics Management	AMN406	Project
	Plus 12 credit points from	0 04	
MGN446	Business in Australia	Course St	ructure - Marketing/Public Relations
лGN444	Business in Asia	Master of	Business (Marketing)
иGN445	Business in Europe	AMN400	Consumer Behaviour
	·	AMN401	Integrated Marketing Communication
Course St	ructure - Public Relations/Integrated	AMN442	Marketing Management
	Communication	1 12	
		$\Delta MNIAA3$	Product and Service Innovation
larketing	Business (Public Relations)	AMN443 AMN444	Product and Service Innovation Services Marketing

	FACULTY	OF BUS	INESS
AMN447	Contemporary Issues in Marketing	AYN424	International Accounting
AMN431	Marketing Internationally		OR
M4	Description (Delbis Deletions)	LWS075	International Business and Law
	Business (Public Relations)	MGN447	Managing in a Globalised Economy
AMN403	Marketing and Survey Research	MGN448	Negotiating Across Borders
AMN460	Corporate and Investor Relations	AMN430	International Logistics Management
AMN461	Corporate Media Strategy and Tactics		Plus 24 credit points from
AMN462	Community Consultation and Engagement	MGN446	Business in Australia
AMN465 AMN467	Public Relations Management Public Relations Campaigns	MGN444	Business in Asia
AMN468	Issues and Crisis Management	MGN445	Business in Europe
AWIN400	Plus 12 credit points of approved elective unit	Course St	ructure - Human Resource Management /
			phy and Nonprofit Studies
	ructure - Marketing/Integrated Marketing		
Communic	cation		Business (Human Resource Management)
Master of I	Business (Marketing)	MGN421	Strategic HRM
AMN400	Consumer Behaviour	MGN423	Contemporary Strategic Analysis
AMN401	Integrated Marketing Communication	MGN431	Strategic Human Resource Development
AMN442	Marketing Management	MGN433	Managing High-Performance Organisations
AMN443	Product and Service Innovation	MGN441	Leadership and Executive Coaching
AMN444	Services Marketing	MGN442	Self Leadership
AMN445	Strategic Marketing Management	MGN443	Talent Management
AMN447	Contemporary Issues in Marketing	MGN505	Consulting and Change Management
AMN431	Marketing Internationally	MGN506	Contemporary Issues in Human Resource Management
Master of I	Business (Integrated Marketing Communication)	MGN509	HRM Project 1
AMN403	Marketing and Survey Research	MGN510	HRM Project 2
AMN404	Readings in Integrated Marketing Communication	Master of I	Business (Philanthrophy and Nonprofit Studies)
AMN405	Cases in Integrated Marketing Communication	GSN481	Philanthropic and Nonprofit Frameworks of Governance
AMN406	Project	GSN483	Ethics for Philanthropic and Nonprofit
AMN420	Advertising Management		Organisations
AMN442	Marketing Management	GSN484	Management for Philanthropic and Nonprofit Organisations
Course St	Plus 12 credit points of approved elective ructure - Marketing/International Business	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
	Business (Marketing)	GSN486	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
AMN400	Consumer Behaviour	GSN487	Marketing for the Nonprofit Sector
AMN401	Integrated Marketing Communication	GSN488	Fundraising Development Principles
AMN442	Marketing Management	GSN489	Fundraising Development Techniques
AMN443	Product and Service Innovation	GSN224	Corporate Philanthropy
AMN444	Services Marketing	GSN233	Special Topic in Philanthropy and Nonprofit Studies
AMN445	Strategic Marketing Management		Research Methodology Units - select 12 credit
AMN447	Contemporary Issues in Marketing		points from the following:
AMN431	Marketing Internationally	AMN403	Marketing and Survey Research
Master of I	Business (International Business)	BSN502	Research Methodology
EFN405	Managerial Economics	BSN414	Quantitative Research Methods
EFN406	Managerial Finance		Business Unit Options - select 12 credit points, subject to approval of the Subject Area Coordinator.

Course Structure - Human Resource Management/International Business		AMN400	Consumer Behaviour
		AMN401	Integrated Marketing Communication
NA - 4 - 11 - 4 1	D (11	AMN403	Marketing and Survey Research
	Susiness (Human Resource Management)	AMN404	Readings in Integrated Marketing Communication
MGN421	Strategic HRM	AMN405	Cases in Integrated Marketing Communication
MGN423	Contemporary Strategic Analysis	AMN406	Project
MGN431	Strategic Human Resource Development	AMM400	Plus 12 credit points from
MGN433	Managing High-Performance Organisations	AMN420	•
MGN441	Leadership and Executive Coaching		Advertising Management
MGN442	Self Leadership	AMN442	Marketing Management
MGN443	Talent Management	AMN465	Public Relations Management
MGN505	Consulting and Change Management		ructure - Human Resource
MGN506	Contemporary Issues in Human Resource Management		ent/Marketing
MGN509	HRM Project 1		Business (Human Resource Management)
MGN510	HRM Project 2	MGN421	Strategic HRM
Master of I	Business (International Business)	MGN423	Contemporary Strategic Analysis
EFN405	Managerial Economics	MGN431	Strategic Human Resource Development
EFN406	Managerial Finance	MGN433	Managing High-Performance Organisations
AYN424	International Accounting	MGN441	Leadership and Executive Coaching
A11N424	OR	MGN442	Self Leadership
LWS075	International Business and Law	MGN443	Talent Management
MGN447		MGN505	Consulting and Change Management
MGN448	Managing in a Globalised Economy Negotiating Across Borders	MGN506	Contemporary Issues in Human Resource Management
AMN430	International Logistics Management	MGN509	HRM Project 1
AMN431	Marketing Internationally	MGN510	HRM Project 2
	Plus 12 credit points from		- 4
MGN446	Business in Australia		Business (Marketing)
MGN444	Business in Asia	AMN400	Consumer Behaviour
MGN445	Business in Europe	AMN401	Integrated Marketing Communication
Course St	ructure - Human Resource	AMN442	Marketing Management
	ent/Integrated Marketing Communication	AMN443	Product and Service Innovation
3		AMN444	Services Marketing
Master of I	Business (Human Resource Management)	AMN445	Strategic Marketing Management
MGN421	Strategic HRM	AMN447	Contemporary Issues in Marketing
MGN423	Contemporary Strategic Analysis	AMN431	Marketing Internationally
MGN431	Strategic Human Resource Development	Course St	ructure - Human Resource
MGN433	Managing High-Performance Organisations	Manageme	ent/Public Relations
MGN441	Leadership and Executive Coaching	N4 1 51	
MGN442	Self Leadership		Business (Human Resource Management)
MGN443	Talent Management	MGN421	Strategic HRM
MGN505	Consulting and Change Management	MGN423	Contemporary Strategic Analysis
MGN506	Contemporary Issues in Human Resource Management	MGN431 MGN433	Strategic Human Resource Development Managing High-Performance Organisations
MGN509	HRM Project 1	MGN441	Leadership and Executive Coaching
MGN510	HRM Project 2	MGN442	Self Leadership
	·	MGN443	Talent Management
Master of I	Business (Integrated Marketing Communication)	MGN505	Consulting and Change Management

MGN506	Contemporary Issues in Human Resource Management
MGN509	HRM Project 1
MGN510	HRM Project 2
Master of I	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
	ructure - Human Resource ent/Strategic Advertising
Master of I	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 I	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

AYN507	Governance Issues in Accounting	GSN415	Understanding Leadership
AYN411	Audit and Assurance	GSN416	Business Plans 1
	OR	GSN473	Corporate Governance and Accountability
AYN418	Financial Accounting 3	GSN490	Managing Technological Innovation
	OR	Course St	ructure - Human Resource Management
AYN438	Taxation Law and Practice	NA (6	D : /// D M
MBA		MGN421	Business (Human Resource Management)
AYN507	Governance Issues in Accounting		Strategic HRM
AYN426	International Capital Markets Law and	MGN423	Contemporary Strategic Analysis
	Regulation	MGN431	Strategic Human Resource Development
GSN401	Managing in the Global Business Environment	MGN433	Managing High-Performance Organisations
GSN405	Strategic Management	MGN441	Leadership and Executive Coaching
GSN406	Human Resource Management Issues	MGN442	Self Leadership
GSN408	Fundamentals of Marketing Management	MGN442	Talent Management
GSN409	Organisational Behaviour 1	MGN505	Consulting and Change Management
GSN410	Entrepreneurship	MGN506	Contemporary Issues in Human Resource Management
GSN415	Understanding Leadership	MGN509	HRM Project 1
GSN416	Business Plans 1	MGN510	HRM Project 2
GSN473	Corporate Governance and Accountability	WIGHTO	THAW Froject 2
GSN490	Managing Technological Innovation	MBA	
Course St	ructure - Applied Finance	GSN401	Managing in the Global Business Environment
		GSN403	Understanding Data
Master of	Business (Applied Finance)	GSN404	Financial Statements Analysis
EFN405	Managerial Economics	GSN405	Strategic Management
EFN406	Managerial Finance	GSN406	Human Resource Management Issues
EFN412	Advanced Managerial Finance	GSN407	Business Communication
EFN415	Security Analysis	GSN408	Fundamentals of Marketing Management
	Plus 60 credit points from	GSN409	Organisational Behaviour 1
EFN410	Economic and Financial Modelling	GSN410	Entrepreneurship
EFN414	International Finance	GSN412	Business Law 1
EFN416	Treasury and Portfolio Management	GSN413	Financial Management 1
EFN421	Financial Planning and Strategies	GSN415	Understanding Leadership
EFN501	Corporate and Commercial Lending	GSN416	Business Plans 1
EFN505	Financial Risk Management	GSN473	Corporate Governance and Accountability
EFN507	Advanced Capital Budgeting	GSN490	Managing Technological Innovation
BSN404	Project 1	GSN491	Economics in Business 1
MBA		Course St	ructure - Integrated Marketing
GSN401	Managing in the Global Business Environment	Communi	-
GSN403	Understanding Data		
GSN404	Financial Statements Analysis		Business (Integrated Marketing Communication)
GSN405	Strategic Management	AMN401	Integrated Marketing Communication
GSN405	Human Resource Management Issues	AMN404	Readings in Integrated Marketing Communication
	· ·	AMN405	Cases in Integrated Marketing Communication
GSN407	Business Communication Fundamentals of Marketing Management	AMN406	Project
GSN408	Fundamentals of Marketing Management	AMN442	Marketing Management
GSN409	Organisational Behaviour 1	AMN420	
GSN410	Entrepreneurship		Advertising Management
GSN412	Business Law 1	AMN465	Public Relations Management

MADA		GSN473	Corporate Governance and Accountability
MBA		GSN490	Managing Technological Innovation
GSN401	Managing in the Global Business Environment	GSN491	Economics in Business 1
GSN403	Understanding Data	0 01	
GSN404	Financial Statements Analysis	Course St	ructure - Marketing
GSN405	Strategic Management	Master of	Business (Marketing)
GSN406	Human Resource Management Issues	AMN400	Consumer Behaviour
GSN409	Organisational Behaviour 1	AMN401	Integrated Marketing Communication
GSN410	Entrepreneurship	AMN403	Marketing and Survey Research
GSN412	Business Law 1	AMN443	Product and Service Innovation
GSN413	Financial Management 1		
GSN415	Understanding Leadership	AMN444	Services Marketing
GSN416	Business Plans 1	AMN445	Strategic Marketing Management
GSN473	Corporate Governance and Accountability	AMN447	Contemporary Issues in Marketing
GSN490	Managing Technological Innovation	AMN431	Marketing Internationally
GSN491	Economics in Business 1	MBA	
AMN442	Marketing Management	GSN401	Managing in the Global Business Environment
		GSN403	Understanding Data
Course St	ructure - International Business	GSN404	Financial Statements Analysis
Master of F	Business (International Business)	GSN405	Strategic Management
EFN405	Managerial Economics	GSN406	Human Resource Management Issues
EFN406	Managerial Finance	GSN409	Organisational Behaviour 1
MGN447	Managing in a Globalised Economy	GSN410	Entrepreneurship
MGN448	Negotiating Across Borders	GSN412	Business Law 1
AMN430	International Logistics Management	GSN413	Financial Management 1
EFN421	Financial Planning and Strategies	GSN415 GSN415	Understanding Leadership
			·
AYN424	International Accounting	GSN416	Business Plans 1
1.14/0075	OR	GSN473	Corporate Governance and Accountability
LWS075	International Business and Law	GSN490	Managing Technological Innovation
	Plus 12 credit points from	GSN491	Economics in Business 1
MGN446	Business in Australia	AMN442	Marketing Management
MGN444	Business in Asia	Course St	ructure - Philanthropy and Nonprofit Studies
MGN445	Business in Europe		
MBA			Business - Philanthropy and Nonprofit Studies
GSN401	Managing in the Global Business Environment	GSN224	Corporate Philanthropy
GSN403	Understanding Data	GSN481	Philanthropic and Nonprofit Frameworks of Governance
GSN404	Financial Statements Analysis	GSN483	Ethics for Philanthropic and Nonprofit
GSN405	Strategic Management	G3N403	Organisations
GSN406	Human Resource Management Issues	GSN484	Management for Philanthropic and Nonprofit
GSN407	Business Communication		Organisations
GSN408	Fundamentals of Marketing Management	GSN485	Legal Issues for Philanthropic and Nonprofit Organisations
GSN409	Organisational Behaviour 1	GSN486	
		G3N400	Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
GSN410	Entrepreneurship	GSN487	Marketing for the Nonprofit Sector
GSN412	Business Law 1	GSN488	Fundraising Development Principles
GSN413	Financial Management 1	GSN489	Fundraising Development Techniques
GSN415	Understanding Leadership	GSN233	Special Topic in Philanthropy and Nonprofit
GSN416	Business Plans 1		Studies

	FACULIT U	r bus	INESS
	Research Methodology Units - select 12 credit	GSN416	Business Plans 1
A NAN 1400	points from the following:	GSN473	Corporate Governance and Accountability
AMN403	Marketing and Survey Research	GSN490	Managing Technological Innovation
BSN502	Research Methodology Quantitative Research Methods	Course St	ructure - Public Relations
BSN414			
	Business Unit Options - select 12 credit points, subject to approval of the Subject Area	Master of	Business (Public Relations)
	Coordinator	AMN403	Marketing and Survey Research
MBA		AMN460	Corporate and Investor Relations
GSN401	Managing in the Global Business Environment	AMN461	Corporate Media Strategy and Tactics
GSN403	Understanding Data	AMN462	Community Consultation and Engagement
GSN404	Financial Statements Analysis	AMN465	Public Relations Management
GSN405	Strategic Management	AMN467	Public Relations Campaigns
GSN406	Human Resource Management Issues	AMN468	Issues and Crisis Management
GSN407	Business Communication		Plus 12 credit points of approved elective
GSN408	Fundamentals of Marketing Management		null
GSN409	Organisational Behaviour 1	MDA	
GSN410	Entrepreneurship	MBA	Managina in the Olehel Business Fasiness and
GSN410 GSN412	Business Law 1	GSN401	Managing in the Global Business Environment
GSN412 GSN413	Financial Management 1	GSN403	Understanding Data
GSN415	· ·	GSN404	Financial Statements Analysis
	Understanding Leadership Business Plans 1	GSN405	Strategic Management
GSN416		GSN406	Human Resource Management Issues
GSN490	Managing Technological Innovation	GSN407	Business Communication
GSN491	Economics in Business 1	GSN408	Fundamentals of Marketing Management
GSN473	Corporate Governance and Accountability	GSN409	Organisational Behaviour 1
Course St	ructure - Professional Accounting	GSN410	Entrepreneurship
Mantanaf	Dusings (Dustassianal Association)	GSN412	Business Law 1
	Business (Professional Accounting)	GSN413	Financial Management 1
EFN406	Managerial Finance	GSN415	Understanding Leadership
AYN411	Audit and Assurance	GSN416	Business Plans 1
AYN414	Cost and Management Accounting	GSN473	Corporate Governance and Accountability
AYN416	Financial Accounting 1	GSN490	Managing Technological Innovation
AYN417	Financial Accounting 2	GSN491	Economics in Business 1
AYN418	Financial Accounting 3	Course St	ructure - Strategic Advertising
AYN438	Taxation Law and Practice		
AYN443	Electronic Commerce Cycles	Master of	Business (Strategic Advertising)
AYN520	Integrated Issues in Professional Practice	AMN403	Marketing and Survey Research
MBA		AMN420	Advertising Management
EFN422	Economics and Data Analysis	AMN421	Contemporary Issues in Advertising
AYN456	Business and Corporations Law	AMN422	Media Strategy
GSN401	Managing in the Global Business Environment	AMN423	Strategies for Creative Advertising
GSN405	Strategic Management		OR
GSN406	Human Resource Management Issues	KIP426	Advertising Creative: Copywriting and Art
GSN408	Fundamentals of Marketing Management	KID404	Direction
GSN409	Organisational Behaviour 1	KIP424	Advertising Creative: Introduction
GSN410	Entrepreneurship	AMN406	Project
GSN415	Understanding Leadership	MBA	
5511710	Chastotanding Estatoromp	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 nonacademic 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

Unit Set:

BS25 - 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)

Doctoral Research (192cp) (*see note below)

* Note: Full-time students enrol in IFR448 over

* 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:** Feburary 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.

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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 Coodinator.

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 Coodinator.

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-

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 undertake 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:

Managing in a Globalised Economy MGN447

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 undertake 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 internaitonal 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 undertake 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

Public Relations Elective unit

AMN465 Public Relations Management

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 undertake 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

Course St	ructure
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 Practicing Accountant, Corporate Secretary, Customs Officer, Diplomat, Economist, Educator, Electrical and Computer Engineer, Electronic Commerce Developer, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Services Manager, Higher Education Worker, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Investment Manager, Manager, Manufacturer, Marketing Officer/Manager, Network Manager, Organisational Communication Specialist, Policy Officer, Project Manager, Property Economist, Public Relations Officer/Consultant, Public Servant, Risk Manager, Secondary School Teacher, Statistician, TAFE Teacher, Teacher, Trainer.

Bachelor of Business (Accountancy)

(BS56)

Year offered: 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.gut.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 Practicing Accountant, Corporate Secretary, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Home Economist, Investment Manager, Property Development, Public Servant, Risk Manager, Stockbroker.

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.gut.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

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

Potential Careers:

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

Bachelor of Business (Economics) (BS56)

Year offered: 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	l, 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

IL

Double Major/Extended Major/Specialisation

unit

Elective unit

Year 3, Semester 2

EFB338 Contemporary Application of Economic Theory

Double Major/Extended Major/Specialisation

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

unit

Double Major/Extended Major/Specialisation unit

Year 5, Semester 2

EFB338

Contemporary Application of Economic Theory

Double Major/Extended Major/Specialisation

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.gut.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.gut.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

Double Major/Extended Major/Specialisation

Elective unit

Year 3 Semester 1

MGB331 Learning and Development in Organisations

Double Major/Extended Major/Specialisation

Double Major/Extended Major/Specialisation

unit

Elective unit

Year 3 Semester 2

Double Major/Extended Major/Specialisation

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

Recruitment and Selection MGB320

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

Double Major/Extended Major/Specialisation

Year 5, Semester 2

Double Major/Extended Major/Specialisation unit

Elective unit

Year 6, Semester 1

Double Major/Extended Major/Specialisation unit

Elective unit

Year 6, Semester 2

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

Voor 1 Compoter 1

real 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

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 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

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 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 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 Kavoos 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

GI.

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.gut.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

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

ariic

Elective unit

Year 3, Semester 2

AMB359 Strategic Marketing

Double Major/Extended Major/Specialisation

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

Year 5, Semester 2

Double Major/Extended Major/Specialisation

Elective unit

Year 6, Semester 1

Double Major/Extended Major/Specialisation

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.gut.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

ınit

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

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	AYB221 Computerised Accounting Systems			
AYB225	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

AMB339	Advertising Campaigns
Banking ar	nd Finance Major
EFB222	Quantitative Methods For Economics and Finance
EFB223	Economics 2
EFB201	Financial Markets
EFB210	Finance 1
EFB307	Finance 2
EFB312	International Finance

=	BUSI	NESS	
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 I	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 Re	source 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	
	Internationa	al 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:	

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	

	FACULTY O	F BUS	INESS
AMB201	Marketing and Audience Research		Ethics
AMB240	Marketing Planning and Management	AMB330	Advertising Planning Portfolio
AMB335	E-marketing Strategies	AMB331	Direct Marketing
AMB340 AMB359	Services Marketing		Students permitted to choose any AMBxxx uprovided pre-requisites have been met.
AMDSSS	Strategic Marketing		Students permitted to choose any AMBxxx uprovided pre-requisites have been met.
Public Rela	ations Major		provided pre-requisites have been met.
AMB201	Marketing and Audience Research	Banking (I	BFX)
AMB263	Introduction To Public Relations	AYB225	Management Accounting
AMB261	Media Relations and Publicity	AYB232	Financial Institutions Law
AMB262	Public Relations Writing	EFB310	Financial Institutions - Control
AMB373	Corporate Communication	EFB311	Financial Institutions - Lending
AMB379	Public Relations Campaigns For units AMB261 and AMB262 please contact		Plus two units from the following Banking Extended Major Option list:
	the School of AMPR regarding alternative	EFB333	Introductory Econometrics
	units.	EFB308	Finance 3
	Students who have successfully completed AMB261 and have not completed AMB262	EFB309	Financial Derivatives
	must contact the School of AMPR. Students	EFB335	Investments
	who have completed AMB262 but have not completed AMB261 should enrol in AMB264	EFB326	Applied Portfolio Management
	Public Relations Techniques.	Fig. a. a. die Li	
xtended	Majors	Financiai	Economics (FEX)
Rusiness I	Law and Tax (BLX)		Business students with Banking and Financ Major
Jusii 1033 I	For Business student with Accountancy Major	EFB333	Introductory Econometrics
	only	EFB330	Intermediate Macroeconomics
AYB230	Corporations Law	EFB331	Intermediate Microeconomics
AYB219	Taxation Law	EFB336	International Economics
AYB205	Law of Business Entities		Plus two units from the following Financial Economics Extended Major Option list:
AYB232	Financial Institutions Law	EFB308	Finance 3
AYB320	Advanced Taxation Law	EFB309	Financial Derivatives
AYB339	Accountancy Capstone	EFB335	Investments
	Continuing students who have completed any		
	two of the following three units will not be able to enrol in AYB320:	EFB337	Game Theory and Applications
	AYB323 Tax Planning	EFB326	Applied Portfolio Management
	AYB328 Taxation of Business Entities	Financial	Economics (FEX)
	AYB337 Goods & Services Tax		Business students with an Economics Major
		EFB333	Introductory Econometrics
Profession	nal Accounting (PAX)	EFB210	Finance 1
	Business students with an Accountancy Major who are seeking professional recognition.	EFB201	Financial Markets
AYB230	Corporations Law	EFB337	Game Theory and Applications
AYB311	Financial Accounting Issues		Plus two units from the following Financial Economics Extended Major Options list:
AYB321	Strategic Management Accounting	EFB326	· ·
YB219	Taxation Law		Applied Portfolio Management
EFB210	Finance 1	EFB307	Finance 2
AYB339	Accountancy Capstone	EFB312	International Finance
Funds Management (FDX)			nagement (FDX)
	(A D)()		
\dvertisin(g (ADX)		
Advertisino AMB230	Digital Promotions	AYB225	Business students with a Banking and Finar Major Management Accounting

	FACULITO	г виз	INESS
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
LI D320	Applied Fortiolio Management	AMB240	Marketing Planning and Management
Human Re	source Management (HRX)	AMB350	Sales and Customer Relationship Managemer
MGB201	Contemporary Employment Relations		Managing Finance
MGB309	Strategic Management	EFB210	Finance 1
MGB314	Organisational Consulting and Change	EFB307	Finance 2
MGB370	Personal and Professional Development		Managing Accounting
	Plus two of:	AYB225	Management Accounting
MGB225	Intercultural Communication and Negotiation Skills	AYB321	Strategic Management Accounting
MGB310	Sustainability in A Changing Environment	Marketing	(MKX)
MGB223	Entrepreneurship and Innovation		Students are required to select six units from the following, including two level 3 units:
MGB210	Managing Operations	AMB202	Integrated Marketing Communication
MGB335	Project Management	AMB204	Purchasing and Procurement
Internation	al Business (IBX)	AMB206	Social Marketing
MGB225	Intercultural Communication and Negotiation	AMB207	Entertainment Marketing
WODZZO	Skills	AMB208	Events Marketing
IBB304	Global Industry Analysis	AMB209	Tourism Marketing
AMB303	International Logistics	AMB220	Advertising Theory and Practice
IBB311	Globalisation and Theoretical Perspectives on	AMB249	Professional Selling
	Internationalisation	AMB250	Business to Business Marketing
IBB101	Plus two of the following units: Business in Australia	AMB251	Innovation and Brand Management
AYB227		AMB252	Business Decision Making
	International Accounting	AMB263	Introduction To Public Relations
AMB204	Purchasing and Procurement	AMB303	International Logistics
AMB230	Digital Promotions	AMB310	Internship
AMB300	Independent Project 1	AMB336	International Marketing
	OR 2 Languages units	AMB350	Sales and Customer Relationship Managemer
	IBB304 and IBB311 units have been discontinued. If units has not been completed,	AMB353	Retail Marketing
	choose alternative units from IB extended major list.		AMB250 unit has been discontinued. If unit ha
Managama	•		not been completed, choose alternative unit from the Marketing Extended Major list.
Manageme MGB201	·	Public Pol	ations (DDY)
MGB201	Contemporary Employment Relations Intercultural Communication and Negotiation	AMB202	ations (PRX) Integrated Marketing Communication
WODZZJ	Skills	AMB374	Global Public Relations Cases
	Managing Business Growth	AMB375	Public Relations Cases Public Relations Management
MGB324			L UDIIG INGIAUDIIS IVIAHAUEHIEHI
	Personal and Professional Development	AIVIDOTO	•
	Personal and Professional Development Choose two units in a specialised area such as	AMDOTO	Extended Major unit
MGB324 MGB370	Personal and Professional Development	AMBOTO	•

AMB261

AMB208

Media Relations and Publicity

AMPR regarding alternative unit.

For AMB261 unit please contact School of

Events Marketing

The final 3 Extended Major units can consist of any AMBxxx unit offered provided prerequisites have been met.

Specialisations

Specialisa	AWIFIX regarding alternative unit.		
Business I	Law and Tax (BLS)	Internation	nal Logistics Specialisation (ILG)
Business students without an Accountancy		AMB303	International Logistics
	Major	AYB341	Forensic and Business Intelligence
AYB205	Law of Business Entities		Choose four from:
AYB219	Taxation Law	AMB210	Importing and Exporting
AYB230	Corporations Law	AMB336	International Marketing
AYB232	Financial Institutions Law	EFB213	Management Science
AYB320	Advanced Taxation Law	MGB210	Managing Operations
	Choose one of:	AMB204	Purchasing and Procurement
MGB201	Contemporary Employment Relations		EFB213 unit has been discontinued. The unit
AMB231	Marketing Communications Regulations and Ethics		has been replaced by AMB252 which is offered in sem 2 OR MGB335 which is offered in sem 1 and 2.
AYB115	Governance Issues and Fraud		
Electronic	Business (EUS)	Sales (SA	,
AYB114	Business Technologies		For students with a Marketing major
AYB115	Governance Issues and Fraud	AMB230	Digital Promotions
AYB341	Forensic and Business Intelligence	AMB249	Professional Selling
INB312	Enterprise Systems Applications	MGB225	Intercultural Communication and Negotiation Skills
INB342	Enterprise Data Mining	AMB331	Direct Marketing
INB830	Web Sites For Electronic Commerce	AMB350	Sales and Customer Relationship Management
		AMB353	Retail Marketing
Financial Economics (FES)			<u> </u>
	Business students without an Economics or Banking and Finance Major	Sales (SA	,
EFB223	Economics 2	445040	For students without a Marketing major
EFB330	Intermediate Macroeconomics	AMB240	Marketing Planning and Management
EFB331	Intermediate Microeconomics		Choose 5 from the following (two must be AMB3xx units):
EFB338	Contemporary Application of Economic Theory	AMB230	Digital Promotions
	Plus two of the following:	AMB249	Professional Selling
EFB210	Finance 1	AMB250	Business to Business Marketing
EFB336	International Economics	AMB331	Direct Marketing
EFB201	Financial Markets	AMB350	Sales and Customer Relationship Management
EFB337	Game Theory and Applications	AMB353	Retail Marketing
EFB326	Applied Portfolio Management		AMB250 unit has been discontinued. The unit
EFB328	Public Economics and Finance		has been replaced by MGB225.
	EFB328 - Substitute any Level 3 EFB3xx unit.	Internation	nal Exchange (IEX)
Integrated Marketing Communication (IMS)			Two language units
AMB202	Integrated Marketing Communication		OR
AMB220	Advertising Theory and Practice		One language unit
AMB263	Introduction To Public Relations		AND
AMB331	Direct Marketing	MGB225	Intercultural Communication and Negotiation Skills
AMB350	Sales and Customer Relationship Management		Plus:

Plus one of the following:

Digital Promotions

AMB230

exchange*

Four approved Business units taken on

*Students should cosult the Director of Studies or the Subject Area Cordinator of their primary major for exchange unit approval.

Course Updates - List of re-coded and replacement Business units

Business units		
Faculty Co	ore 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	
Accountan	cy Core units	
AYB121	is now AYB200 Financial Accounting AYB121	
AYB220	is now AYB340 Company Accounting AYB220	
AYB301	now retitled AYB301 Audit and Assurance	
Advertising	g Core units	
AMB221	is now AMB318 Advertising Copywriting	
AMB222	is now AMB319 Media Planning	
AMB321	is now AMB339 Advertising Campaigns	
Banking ar	nd Finance Core units	
EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	
EFB102	now retitled EFB223 Economics 2	
Economics	s 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 Issus 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 Re	esource Management Core units	
MGB220	now retitled MGB220 Business Research Methods	
MGB221	is now MGB339 Performance and Reward	

BUSINESS			
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		
Manageme	ent 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 Rela	ations Core units		
AMB260	is replaced by AMB263 Introduction to Public Relations		
AMB360	is replaced by AMB373 Corporate Communication		
445001			

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

	,
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)

	FACULTY C	F BOS	INESS	
EFB200	is replaced by EFB333 Introductory Econometrics	AMB352	is replaced by AMB252 Business Decision Making	
EFB202	is replaced by EFB330 Intermediate	AMB354	is now AMB208 Events Marketing	
	Macroeconomics	IBB213	is now AMB336 International Marketing	
EFB211	is replaced by EFB331 Intermediate Microeconomics	IBB303	is now AMB303 International Logistics	
EFB325	EFB325 is replaced by EFB336 International Economics		ations Extended Major (PRX)	
EFB318	is replaced by EFB335 Investments	AMB370	is replaced by AMB374 Global Public Relations	
EFB324	isreplaced by EFB337 Game Theory and Applications	AMB371	is replaced by AMB375 Public Relations Management	
Financial Economics Extended Major (FEX) (for Economics		Business	Law and Tax Specialisation (BLS)	
Students) EFB200	a rankagad by EEP222 Introductory	AYB223	is replaced by AYB230 Corporations Law	
EFB200	s replaced by EFB333 Introductory Econometrics	AYB325	is now AYB219 Taxation Law	
EFB324	is replaced by EFB201 Financial Markets	AYB305	is now AYB205 Company Law & Practice	
EFB325	is replaced by EFB337 Game Theory and	AYB312	is now AYB232 Financial Institutions Law	
	Applications	BSB213	is now AYB115 Governance Issues in E- Business	
	nagement Extended Major (FDX)	Electronic	Desired Organistics (EUO)	
EFB318	is replaced by EFB335 Investments		Business Specialisation (EUS)	
AYB312	is now AYB232 Financial Institutions Law	BSB212	is replaced by AYB114 Business Technologies	
EFB200	is eplaced by EFB333 Introductory Econometrics	BSB213	is replaced by AYB115 Governance Issues and Fraud	
Human Re	esource Management Extended Major (HRX)	BSB314	is replaced by AYB341 Forensic and Business Intelligence	
MGB315	is now MGB370 Peronsal and Professional Development	ITB233	is now INB312 Enterprise Systems Applications	
IBB205	is now MGB225 Intercultural Communication	ITB823	is now INB830 Web Sites for E-Commerce	
MGB310	and Negotiation Skills Sustainability in a Changing Environment was	ITB239	is now INB342 Enterprise Data Mining	
	formerly known as MGB212 and MGB334	Financial I	Economics Specialisation (FES)	
Internation	al Business Extended Major (IBX)	EFB102	is replaced by EFB223 Economics 2	
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB202	is replaced by EFB330 Intermediate Macroeconomics	
IBB303	is now AMB303 International Logistics	EFB211	is replaced by EFB331 Intermediate Microeconomics	
AMB230	now retitled AMB230 Digital Promotions is replaced by AMb300 Independent Project 1	EFB329	is now 338 Contemporary Applications of Economics	
IBB312	is replaced by Alvibsoo independent Project 1	EFB314		
Manageme	ent Extended Major (MNX)		is replaced by EEB301 Financial Markets	
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB324 EFB325	is replaced by EFB201 Financial Markets is replaced by EFB337 Game Theory and	
MGB218	is now MGB324 Managing Business Growth		Applications	
MGB315	is now MGB370 Personal & Professional Development		Marketing Communication Specialisation (IMS)	
IBB210	is replaced by AMB210 Importand and Exporting	AMB260	is replaced by AMB263 Introduction to Public Relations	
IBB303	is now AMB303 International Logistics	AMB230	now retitled AMB230 Digital Promotions	
כטכםםו	is now Aividuous international Logistics	AMB354	is now AMB208 Events Marketing	
Marketing	Extended Major (MKX)	Internation	nal Logistics Specialisation (ILG)	
AMB251	now retitled AMB251 Innovation and Brand	IBB303	is now AMB303 International Logistics	
AMB260	Management is replaced by AMB263 Introduction to Public	BSB314	is replaced by AYB341 Forensic and Business Intelligence	
AMB351	Relations is now AMB209 Tourism Marketing	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

is replaced by MGB225 Intercultural Communication and Negotiation Skills AMB250

International Exchange Specilisation (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 gradepoint average (GPA) of 5.5 or better on a 7-point scale in the three years of undergraduate study or other qualifications and experience which is considered by the 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@gut.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

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 asisst 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 theiur 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 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(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 gradepoint average (GPA) of 5.5 or better on a 7-point scale in the three years of undergraduate study or other qualifications and experience which is considered by the 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 asisst 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 AVAILABLITY, 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 Ca	areers:
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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 asisst 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@gut.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 asisst 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 theiur 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.

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 asisst 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 theiur 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 asisst 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 DisciplineCoordinator 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 asisst 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 Discpline 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(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

A \ / B | A A A

To complete the Graduate Diploma in Business (Professional Accounting) a student must successfully complete (a) and (b) below:

(a) CORE UNITS (72 credit points)

1 8 4

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:-

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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

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)

FACULTY	O F	BUSINESS	

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 specialisiation area (Advertising), subject to the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1	Thesis
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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
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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):

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BSN600-1 Thesis

BSN600-2 Thesis

BSN	1600-3	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
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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)

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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:

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):

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BS	เหเ	11 1_1	 hesis

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):

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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)

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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.

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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;
- 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.

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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):

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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)

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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

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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:

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 undertake part-time over a period of up

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.

Students must complete the following units:

Abbreviation

EMBA

Course structure for continuing students

	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

Business Leadership Practicum

GSN553

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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 reenter 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 Certficate 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

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	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

Financial Management 1

GSN413

	FACULTY	O F	BUS	INESS
GSN415	Understanding Leadership		GSN416	Business Plans 1
GSN490	Managing Technological Innovation		GSN420	New Venture Strategy
GSN491	Economics in Business 1		PLUS:	18 credit points from list of electives below
PLUS	the following 2 integrative core units:			ELECTIVE LIST:
GSN416	Business Plans 1		GSN429	New Venture Marketing
GSN473	Corporate Governance and Accountability		GSN430	New Venture Funding
E			GSN431	New Venture Growth and Transitions
Elective U			GSN434	Venture Capital
	Plus 48 credit points of elective units which may be undertaken as a concentration/minor		GSN479	Spreadsheet Modelling for Managers
MBA Cond	centrations and Minors		Finance	
Accounting				MINOR
Accounting	MINOR		GSN413	Financial Management 1
	Choose 24 credit points from list of electives		GSN423	Financial Management 2
	below		PLUS:	12 credit points from elective list below
	CONCENTRATION			CONCENTRATION
	Choose 36 credit points from list of electives		GSN413	Financial Management 1
	below		GSN423	Financial Management 2
	ELECTIVE LIST:		PLUS:	24 credit points from list of electives below
AYN414	Cost and Management Accounting			ELECTIVE LIST:
AYN416	Financial Accounting 1		GSN430	New Venture Funding
AYN417	Financial Accounting 2		GSN479	Spreadsheet Modelling for Managers
AYN418	Financial Accounting 3		EFN412	Advanced Managerial Finance
AYN424	International Accounting		EFN414	International Finance
AYN443	Electronic Commerce Cycles		EFN415	Security Analysis
AYN505	Financial Analysis and Business Valuation		EFN416	Treasury and Portfolio Management
Corporate	Governance		EFN501	Corporate and Commercial Lending
	MINOR		Health Ser	vices Management
GSN404	Financial Statements Analysis			MINOR
GSN412	Business Law 1		PUN640	Health Care Delivery and Reform
GSN472	Legal Principles of Corporate Governance		PLUS:	12 credit points from list of electives below
GSN473	Corporate Governance and Accountability			CONCENTRATION
	CONCENTRATION		PUN640	Health Care Delivery and Reform
GSN404	Financial Statements Analysis		PLUS:	24 credit points from list of electives below
GSN405	Strategic Management			ELECTIVE LIST:
GSN412	Business Law 1		LWN164	Health Care Law and Ethics
GSN472	Legal Principles of Corporate Governance		PUN301	Occupational Health and Safety Law and
GSN473	Corporate Governance and Accountability			Management
GSN496	Public Relations and Crisis Management		PUP415	Occupational Health
Entreprene	ourchin		PUN617	Environmental Health Management
Entreprene	MINOR		PUN632	Health Services Management, Leadership and Change
GSN410	Entrepreneurship		PUN688	International Health Policy and Management
GSN416	Business Plans 1		Human Da	source Management
GSN420	New Venture Strategy		numan Ke	esource Management MINOR
PLUS:	6 credit points from list of electives below		GSN406	
			J311400	Human Resource Management Issues
	CONCENTRATION		GSN409	Organisational Behaviour 1

MONEGE	Contemporary leaves in Human Becourse		
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		GSN425	Leadership Development
MGM300	Contemporary Issues in Human Resource Management	PLUS:	6 credit points from list of electives below
PLUS:	12 credit points from list of electives below		CONCENTRATION
	ELECTIVE LIST:	GSN407	Business Communication
MGN431	Strategic Human Resource Development	GSN415	Understanding Leadership
MGN505	Consulting and Change Management	GSN425	Leadership Development
MGN442	Self Leadership	PLUS:	18 credit points from list of electives below
			ELECTIVE LIST:
Information	n Technology Management	GSN417	Effective Advocacy for Managers
	MINOR	GSN456	Personal Development and Ethics for
	Choose 24 credit points from list of electives below		Managers
	CONCENTRATION	GSN496	Public Relations and Crisis Management
	Choose 36 credit points from list of electives	MGN442	Self Leadership
	below	Marketing	
	ELECTIVE LIST:		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	0011110	ELECTIVE UNITS:
INN331	Management Issues for Information Professionals	PLUS:	24 credit points from list of electives below
INN500	PRINCE2 (R) Project Management		ELECTIVE LIST:
11414000	Transez (rt) Froject Management	GSN429	New Venture Marketing
Internation	al Business	GSN493	Customer Relationship Management
	MINOR	GSN496	Public Relations and Crisis Management
	Choose 24 credit points from list of electives	AMN401	Integrated Marketing Communication
	below	AMN403	Marketing and Survey Research
	CONCENTRATION Choose 36 credit points from list of electives	AMN461	Corporate Media Strategy and Tactics
	below	Philanthro	py and Nonprofit Studies
	ELECTIVE LIST:		MINOR
GSN428	International Study Tour	GSN224	Corporate Philanthropy
GSN445	Special Topic 2	GSN481	Philanthropic and Nonprofit Frameworks of
AMN430	International Logistics Management	0011101	Governance
AMN431	Marketing Internationally	GSN484	Management for Philanthropic and Nonprofit Organisations
AYN424	International Accounting		CONCENTRATION
EFN414	International Finance	0001004	
MGN444	Business in Asia	GSN224	Corporate Philanthropy
MGN445	Business in Europe	GSN481	Philanthropic and Nonprofit Frameworks of Governance
MGN446	Business in Australia	GSN484	Management for Philanthropic and Nonprofit
MGN448	Negotiating Across Borders	DI LIC.	Organisations
		PLUS:	12 credit points from list of electives below

	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@gut.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 Entreprenuership 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.

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 AnalysisINN311 Enterprise SystemsINN312 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,

Contract Administrator, Corporate Secretary, Database Manager, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Network Administrator, Network Manager, Organisational Communication Specialist, Policy Officer, Project Developer, Project Manager, Property Management, Public Health Officer, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Real Estate, Risk Manager, Stockbroker, Systems Analyst, Systems Manager, Web Designer.

Master of Business Administration

(MBA) (GS85) Year offered: 2010

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@gut.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 7point 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

GSN409	Organisational Behaviour 1
CSNA10	Entropropourchin

G3N4 10	Entrepreneursinp
GSN412	Business Law 1

0011112	Daomooo 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'al - 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

- a. Faculty Core (six faculty core units)
- b. Major Core (two majors of six units each) and
- c. 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 BUS	INESS
KCB110	Introduction To Mass Communication	KPB104	Film and Television Production Resource
SELECT	Either AMB220 or AMB263:		Management
AMB220	Advertising Theory and Practice	KPB105	Narrative Production
AMB263	Introduction To Public Relations	KPB110	The Movie, TV & New Media Business
		KPB112	TV and Film Genres
	ORE UNITS - 12 units required - Select two of ng 6 unit majors	KPB303	Critical Thinking About Television
		Internation	nal Journalism
Advertising		KJB101	Digital Journalism
AMB200	Consumer Behaviour	KJB120	Newswriting
AMB220	Advertising Theory and Practice	KJB121	Journalistic Inquiry
AMB318	Advertising Copywriting	KJB224	Feature Writing
AMB319	Media Planning	KJB280	International Journalism
AMB320	Advertising Management	KJB337	Public Affairs Reporting
AMB339	Advertising Campaigns	Cauras at	wystyna. Advantisian / Intermeticaal
	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:	Journalisi	ructure - Advertising / International n for students who commenced in 2010
AMB202	Integrated Marketing Communication	Course Re	equirements
	o o		In addition to the mandatory units in this course, you must complete 72 credit points
AMB230 AMB330	Digital Promotions Advertising Planning Portfolio		from the Complementary Studies options below:
Public Rela	otiono		* A Minor PLUS 24cp of Unit Options; or
AMB263	Introduction To Public Relations		* 72cp of Unit Options
AMB264	Public Relations Techniques	Year 1, Se	
AMB372	Public Relations Planning	BSB126	Marketing
AMB374	Global Public Relations Cases	KCB110	Introduction To Mass Communication
AMB379	Public Relations Campaigns	KJB101	Digital Journalism
	Students who have completed AMB263 Introduction to Public Relations as part of the IF27 Core Units will need to choose two of the	KKB101 Year 1, Se	Creative Industries: People and Practices
	following three units:	AMB200	Consumer Behaviour
AMB202	Integrated Marketing Communication	AMB220	Advertising Theory and Practice
AMB230	Digital Promotions	KJB120	Newswriting
AMB231	Marketing Communications Regulations and Ethics	KKB102	Creative Industries: Making Connections
Media and	Communication	Year 2, Se	
KCB101	Introduction to Media and Communication:	AMB201	Marketing and Audience Research
	Texts	AMB319	Media Planning
KCB103	Strategic Speech Communication	KJB121	Journalistic Inquiry
KCB201	New Media 1: Information and Knowledge	SELECT	A Complementary Studies unit
KCB301	Media Audiences		Tree of the control o
SELECT	Two from KCB202, KCB205, KCB302 and KCB304:	Year 2, Se	
KCB202	New Media 2: Applications and Implications	AMB318	Advertising Copywriting
KCB202 KCB205	Professional Communication	KJB280	International Journalism
	Political Communication	SELECT	A Complementary Studies unit
KCB302 KCB304		SELECT	A Complementary Studies unit
NOD304	Managing Communication Resources	Year 3, Se	emester 1
Television		AMB320	
		$\Delta N/R + M$	Advertising Management

	FACULTY	O F	BUS	INESS
SELECT	Either AMB202, AMB230 or AMB330:		SELECT	Either KCB302 or KCB304:
AMB202	Integrated Marketing Communication		KCB302	Political Communication
AMB230	Digital Promotions		KCB304	Managing Communication Resources
AMB330	Advertising Planning Portfolio		SELECT	Either AMB202, AMB230 or AMB330:
SELECT	A Complementary Studies unit		AMB202	Integrated Marketing Communication
V2 C-			AMB230	Digital Promotions
Year 3, Se AMB339			AMB330	Advertising Planning Portfolio
KJB337	Advertising Campaigns		Year 3, Se	omactor 2
SELECT	Public Affairs Reporting A Complementary Studies unit		AMB339	Advertising Campaigns
SELECT	A Complementary Studies unit A Complementary Studies unit		SELECT	A Complementary Studies unit
SLLLOT	A Complementary Studies unit		SELECT	A Complementary Studies unit
	ructure - Advertising / Media &		SELECT	A Complementary Studies unit
Communi	cation for students who commenced in 2010		SELECT	A Complementary Studies unit
Course Re	equirements			ructure - Advertising / Public Relations for who commenced in 2010
	In addition to the mandatory units in this course, you must complete 72 credit points			
	from the Complementary Studies options below:		Course Re	equirements
	* A Minor PLUS 24cp of Unit Options; or			In addition to the mandatory units in this course, you must complete 72 credit points
	* 72cp of Unit Options			from the Complementary Studies options below:
				* A Minor PLUS 24cp of Unit Options; or
Year 1, Se				* 72cp of Unit Options
BSB126	Marketing			
KCB101	Introduction to Media and Communication: Texts		Year 1, Se	
KCB110	Introduction To Mass Communication		BSB126	Marketing
KKB101	Creative Industries: People and Practices		KCB110	Introduction To Mass Communication
	·		KKB101	Creative Industries: People and Practices
Year 1, Se			SELECT	A Complementary Studies unit
AMB200	Consumer Behaviour		Year 1, Se	emester 2
AMB201	Marketing and Audience Research		AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice		AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections		AMB263	Introduction To Public Relations
Year 2, Se	emester 1		KKB102	Creative Industries: Making Connections
AMB319	Media Planning		Year 2, Se	emester 1
KCB103	Strategic Speech Communication		AMB201	Marketing and Audience Research
KCB201	New Media 1: Information and Knowledge		AMB264	Public Relations Techniques
SELECT	A Complementary Studies unit		AMB318	Advertising Copywriting
Voor 2 Ca	amostor 2		AMB319	Media Planning
Year 2, Se AMB318	Advertising Copywriting			
SELECT	Either KCB202 or KCB205:		Year 2, Se	
KCB202	New Media 2: Applications and Implications		AMB372	Public Relations Planning
KCB202	Professional Communication		SELECT	Either AMB230, AMB202 or AMB231:
SELECT	A Complementary Studies unit		AMB230	Digital Promotions
SELECT	A Complementary Studies unit A Complementary Studies unit		AMB202	Integrated Marketing Communication
			AMB231	Marketing Communications Regulations and Ethics
Year 3, Semester 1			SELECT	A Complementary Studies unit
AMB320	Advertising Management		SELECT	A Complementary Studies unit
KCB301	Media Audiences			, , , , , , , , , , , , , , , , , , , ,

	FACULTY	O F	BUS	INESS
Year 3, Se	emester 1		KPB303	Critical Thinking About Television
AMB320	Advertising Management		SELECT	Either AMB202, AMB230 or AMB330:
AMB374	Global Public Relations Cases		AMB202	Integrated Marketing Communication
SELECT	Either AMB202, AMB230 or AMB330:		AMB230	Digital Promotions
AMB202	Integrated Marketing Communication		AMB330	Advertising Planning Portfolio
AMB230	Digital Promotions		SELECT	A Complementary Studies Unit
AMB330	Advertising Planning Portfolio		SELECT	A Complementary Studies Unit
SELECT	A Complementary Studies unit		Year 3, Se	amaster 2
Year 3, Se	omester 2		AMB339	Advertising Campaigns
AMB339	Advertising Campaigns		KPB112	TV and Film Genres
AMB379	Public Relations Campaigns		SELECT	A Complementary Studies Unit
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies Unit
SELECT	A Complementary Studies unit			
	,			ructure - Media & cation/International Journalism for students
	ructure - Advertising / Television for students menced in 2010			menced in 2010
Course Re	equirements		Course Re	equirements
GGGIGG FR	In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:			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			* A Minor PLUS 24cp of Unit Options; or
	* 72cp of Unit Options			* 72cp of Unit Options
V 4.0			Year 1, Se	emester 1
Year 1, Se			BSB126	Marketing
BSB126	Marketing		KCB110	Introduction To Mass Communication
KCB110	Introduction To Mass Communication		KJB101	Digital Journalism
KKB101 KPB101	Creative Industries: People and Practices Introduction to Film, TV and New Media		KKB101	Creative Industries: People and Practices
KFBIUI	Production		Voor 1 Co	ementer ?
Year 1, Se	omastar 2		Year 1, Se KJB120	Newswriting
AMB200	Consumer Behaviour		KKB102	Creative Industries: Making Connections
AMB220	Advertising Theory and Practice		AMB201	Marketing and Audience Research
KKB102	Creative Industries: Making Connections		SELECT	Either AMB220 or AMB263:
KPB110	The Movie, TV & New Media Business		AMB220	Advertising Theory and Practice
IN DITO	THE WOVIE, TV & NEW MEdia Business		AMB263	Introduction To Public Relations
Year 2, Se	emester 1		711110200	The decision for ablic relations
AMB318	Advertising Copywriting		Year 2, Se	
AMB319	Media Planning		KCB101	Introduction to Media and Communication: Texts
KPB104	Film and Television Production Resource Management		KCB103	Strategic Speech Communication
KPB105	Narrative Production		KCB201	New Media 1: Information and Knowledge
Year 2, Se	omostor 2		KJB121	Journalistic Inquiry
AMB201	Marketing and Audience Research		Year 2, Se	emester 2
AMB320	Advertising Management		KJB280	International Journalism
SELECT	A Complementary Studies Unit		SELECT	Either KCB202 or KCB205:
SELECT	A Complementary Studies Unit		KCB202	New Media 2: Applications and Implications
	7. Componentary ordates offit		KCB202	Professional Communication
Year 3, Se	emester 1		SELECT	A Complementary Studies unit
			OLLLOI	7. Complementary Otacies unit

	FACULIT U	. 500	INESS
SELECT	A Complementary Studies unit	KCB205	Professional Communication
Year 3, Se	amastar 1	SELECT	A Complementary Studies unit
KCB301	Media Audiences	SELECT	A Complementary Studies unit
KJB224	Feature Writing	Year 3, Se	emester 1
SELECT	Either KCB302 or KCB304:	KCB301	Media Audiences
KCB302	Political Communication	SELECT	Either KCB302 OR KCB304:
KCB304	Managing Communication Resources	KCB302	Political Communication
SELECT	A Complementary Studies unit	KCB304	Managing Communication Resources
022201	, complementary classes and	KPB303	Critical Thinking About Television
Year 3, Se	emester 2	SELECT	A Complementary Studies unit
KJB337	Public Affairs Reporting	OLLLOI	7. Complementary Statios and
SELECT	A Complementary Studies unit	Year 3, Se	emester 2
SELECT	A Complementary Studies unit	KPB112	TV and Film Genres
SELECT	A Complementary Studies unit	SELECT	A Complementary Studies unit
Course st	ructure - Media & Communication / Television	SELECT	A Complementary Studies unit
	nts who commenced in 2010	SELECT	A Complementary Studies unit
0 0		Course st	ructure - Public Relations / International
Course Re	equirements	Journalisr	n for students who commenced in 2010
	In addition to the mandatory units in this course, you must complete 72 credit points	0 0	
	from the Complementary Studies options	Course Re	equirements
	below:		In addition to the mandatory units in this course, you must complete 72 credit points
	* A Minor PLUS 24cp of Unit Options; or		from the Complementary Studies options
	* 72cp of Unit Options		below:
Year 1, Se	emester 1		* A Minor PLUS 24cp of Unit Options; or
BSB126	Marketing		* 72cp of Unit Options
KCB101	Introduction to Media and Communication:	Year 1, Se	emester 1
	Texts	BSB126	Marketing
KCB110	Introduction To Mass Communication	KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices	KJB101	Digital Journalism
Year 1, Se	emester 2	KKB101	Creative Industries: People and Practices
AMB201	Marketing and Audience Research	Year 1, Se	omastar 2
SELECT	Either AMB220 OR AMB263:	real 1, Se	HILESTEI Z
AMB220		AMR201	Marketing and Audience Posearch
	Advertising Theory and Practice	AMB201	Marketing and Audience Research
AMB263	Advertising Theory and Practice Introduction To Public Relations	AMB263	Introduction To Public Relations
AMB263 KKB102	· ·	AMB263 KJB120	Introduction To Public Relations Newswriting
	Introduction To Public Relations	AMB263	Introduction To Public Relations
KKB102	Introduction To Public Relations Creative Industries: Making Connections	AMB263 KJB120	Introduction To Public Relations Newswriting Creative Industries: Making Connections
KKB102 KPB101	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production	AMB263 KJB120 KKB102	Introduction To Public Relations Newswriting Creative Industries: Making Connections
KKB102 KPB101 Year 2, Se	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1	AMB263 KJB120 KKB102 Year 2, Se	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1
KKB102 KPB101 Year 2, Se KCB103	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Strategic Speech Communication	AMB263 KJB120 KKB102 Year 2, Se AMB264	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1 Public Relations Techniques
KKB102 KPB101 Year 2, Se KCB103 KCB201	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Strategic Speech Communication New Media 1: Information and Knowledge	AMB263 KJB120 KKB102 Year 2, Se AMB264 KJB121	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1 Public Relations Techniques Journalistic Inquiry
KKB102 KPB101 Year 2, Se KCB103 KCB201 KPB105	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Strategic Speech Communication New Media 1: Information and Knowledge Narrative Production	AMB263 KJB120 KKB102 Year 2, Se AMB264 KJB121 SELECT SELECT	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1 Public Relations Techniques Journalistic Inquiry A Complementary Studies unit A Complementary Studies unit
KKB102 KPB101 Year 2, Se KCB103 KCB201	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Strategic Speech Communication New Media 1: Information and Knowledge	AMB263 KJB120 KKB102 Year 2, Se AMB264 KJB121 SELECT SELECT Year 2, Se	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1 Public Relations Techniques Journalistic Inquiry A Complementary Studies unit A Complementary Studies unit
KKB102 KPB101 Year 2, Se KCB103 KCB201 KPB105 KPB104	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Strategic Speech Communication New Media 1: Information and Knowledge Narrative Production Film and Television Production Resource Management	AMB263 KJB120 KKB102 Year 2, Se AMB264 KJB121 SELECT SELECT Year 2, Se AMB372	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1 Public Relations Techniques Journalistic Inquiry A Complementary Studies unit A Complementary Studies unit emester 2 Public Relations Planning
KKB102 KPB101 Year 2, Se KCB103 KCB201 KPB105 KPB104	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Strategic Speech Communication New Media 1: Information and Knowledge Narrative Production Film and Television Production Resource Management emester 2	AMB263 KJB120 KKB102 Year 2, Se AMB264 KJB121 SELECT SELECT Year 2, Se AMB372 KJB280	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1 Public Relations Techniques Journalistic Inquiry A Complementary Studies unit A Complementary Studies unit emester 2 Public Relations Planning International Journalism
KKB102 KPB101 Year 2, Se KCB103 KCB201 KPB105 KPB104 Year 2, Se KPB110	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Strategic Speech Communication New Media 1: Information and Knowledge Narrative Production Film and Television Production Resource Management emester 2 The Movie, TV & New Media Business	AMB263 KJB120 KKB102 Year 2, Se AMB264 KJB121 SELECT SELECT Year 2, Se AMB372 KJB280 SELECT	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1 Public Relations Techniques Journalistic Inquiry A Complementary Studies unit A Complementary Studies unit emester 2 Public Relations Planning International Journalism Two from AMB202, AMB230 or AMB231:
KKB102 KPB101 Year 2, Se KCB103 KCB201 KPB105 KPB104	Introduction To Public Relations Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Strategic Speech Communication New Media 1: Information and Knowledge Narrative Production Film and Television Production Resource Management emester 2	AMB263 KJB120 KKB102 Year 2, Se AMB264 KJB121 SELECT SELECT Year 2, Se AMB372 KJB280	Introduction To Public Relations Newswriting Creative Industries: Making Connections emester 1 Public Relations Techniques Journalistic Inquiry A Complementary Studies unit A Complementary Studies unit emester 2 Public Relations Planning International Journalism

AMB231 Marketing Communications Regulations and AMB231 Marketing Communications Regulations and **Ethics Ethics** Year 3, Semester 1 Year 3, Semester 1 AMB374 Global Public Relations Cases **AMB374** Global Public Relations Cases Feature Writing KJB224 KCB301 Media Audiences Either KCB302 or KCB304: **SELECT** A Complementary Studies unit **SELECT** Political Communication **SELECT** A Complementary Studies unit KCB302 **KCB304** Managing Communication Resources Year 3, Semester 2 **SELECT** A Complementary Studies unit AMB379 **Public Relations Campaigns KJB337 Public Affairs Reporting** Year 3, Semester 2 **SELECT** A Complementary Studies unit AMB379 Public Relations Campaigns **SELECT** A Complementary Studies unit **SELECT** A Complementary Studies unit **SELECT** A Complementary Studies unit Course structure - Public Relations / Media & **SELECT** A Complementary Studies unit Communication for students who commenced in 2010 Course structure - Public Relations / Television for Course Requirements students who commenced in 2010 In addition to the mandatory units in this course, you must complete 72 credit points Course Requirements from the Complementary Studies options below: In addition to the mandatory units in this course, you must complete 72 credit points * A Minor PLUS 24cp of Unit Options; or from the Complementary Studies options * 72cp of Unit Options * A Minor PLUS 24cp of Unit Options; or Year 1, Semester 1 * 72cp of Unit Options BSB126 Marketing **KCB101** Introduction to Media and Communication: Year 1, Semester 1 Texts **BSB126** Marketing KCB110 Introduction To Mass Communication **KCB110** Introduction To Mass Communication KKB101 Creative Industries: People and Practices KKB101 Creative Industries: People and Practices **KPB101** Introduction to Film, TV and New Media Year 1, Semester 2 Production AMB201 Marketing and Audience Research Introduction To Public Relations **AMB263** Year 1, Semester 2 KCB103 Strategic Speech Communication **AMB201** Marketing and Audience Research **AMB263** Introduction To Public Relations KKB102 Creative Industries: Making Connections KKB102 Creative Industries: Making Connections Year 2, Semester 1 **KPB110** The Movie, TV & New Media Business **AMB264 Public Relations Techniques** New Media 1: Information and Knowledge KCB201 Year 2, Semester 1 **SELECT** A Complementary Studies unit **AMB264** Public Relations Techniques **SELECT** A Complementary Studies unit **KPB104** Film and Television Production Resource Management Year 2, Semester 2 **KPB105** Narrative Production AMB372 **Public Relations Planning SELECT** A Complementary Studies unit **SELECT** Either KCB202 or KCB205: Year 2, Semester 2 KCB202 New Media 2: Applications and Implications AMB372 **Public Relations Planning** KCB205 **Professional Communication KPB112** TV and Film Genres **SELECT** Two from AMB202, AMB230 or AMB231: **SELECT** A Complementary Studies unit **AMB202 Integrated Marketing Communication SELECT** A Complementary Studies unit AMB230 **Digital Promotions**

	FACULTY O) F	BUS	INESS
Year 3, Se	emester 1		Year 3, Se	emester 1
AMB374	Global Public Relations Cases		KJB224	Feature Writing
KPB303	Critical Thinking About Television		KPB303	Critical Thinking About Television
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
Year 3, Se	emester 2	,	Year 3, Se	emester 2
AMB379	Public Relations Campaigns		KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit		KPB112	TV and Film Genres
SELECT	Two from the following three units:		SELECT	A Complementary Studies unit
AMB202	Integrated Marketing Communication		SELECT	A Complementary Studies unit
AMB230	Digital Promotions	(General Course structure for students who commend in 2009	
AMB231	Marketing Communications Regulations and Ethics			
Course st	ructure - Television / International Journalism		Course Re	equirements
	its who commenced in 2010			In addition to the mandatory units in this course, you must complete 72 credit points
Course Re	equirements			from the Complementary Studies options below:
	In addition to the mandatory units in this			* A Minor PLUS 24cp of Unit Options; or
	course, you must complete 72 credit points from the Complementary Studies options below:			* 72cp of Unit Options
	* A Minor PLUS 24cp of Unit Options; or		IF27 COR	E UNITS - 6 units required
	* 72cp of Unit Options	4	AMB201	Marketing and Audience Research
V 4.0			BSB126	Marketing
Year 1, Se			KCB110	Introduction To Mass Communication
BSB126	Marketing		KKB101	Creative Industries: People and Practices
KCB110	Introduction To Mass Communication		KKB102	Creative Industries: Making Connections
KJB101 KKB101	Digital Journalism Creative Industries: People and Practices		SELECT	Either AMB220 or AMB263 (Students completing the Advertising Major must select AMB220):
Year 1, Se	emester 2		AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections		AMB260	Public Relations Theory and Practice
KPB101	Introduction to Film, TV and New Media Production			ORE UNITS - 12 units required - Select two of
KPB110	The Movie, TV & New Media Business			ng 6 unit majors
SELECT	Either AMB220 or AMB263:		Advertising	
AMB220	Advertising Theory and Practice		/ tavertion i	INSTRUCTIONS: Due to the prerequisite
AMB263	Introduction To Public Relations			requirements for AMB339, students completing the Advertising Major must complete AMB220
Year 2, Se	emester 1			as part of their IF27 core units and AMB330 as their Advertising Unit Option.
KJB120	Newswriting		AMB200	Consumer Behaviour
KPB104	Film and Television Production Resource Management		AMB220	Advertising Theory and Practice
SELECT	A Complementary Studies unit		AMB221	Advertising Copywriting
SELECT	A Complementary Studies unit		AMB222	Media Planning
		4	AMB320	Advertising Management
Year 2, Se		4	AMB321	Advertising Campaigns
AMB201 KJB121	Marketing and Audience Research Journalistic Inquiry			Students who have completed AMB220 as part of the IF27 Core Units will need to choose one of the following three units:
KJB280	International Journalism		AMB202	Integrated Marketing Communication
KPB105	Narrative Production		AMB230	Digital Promotions

	FACULTY O	F BUS	INESS
AMB330	Advertising Planning Portfolio	KCB110	Introduction To Mass Communication
Madia and Communication		KJB101	Digital Journalism
Media and Communication		KKB101	Creative Industries: People and Practices
KCB101	Communication in the New Economy	Vacr 1 Ca	amantar 2
KCB103 KCB202	Strategic Speech Communication	Year 1, Se	Consumer Behaviour
KCB202 KCB301	New Media 2: Applications and Implications Media Audiences	AMB220	Advertising Theory and Practice
KCB301 KCB302	Political Communication	KJB120	Newswriting
KCB302 KCB304	Managing Communication Resources	KJB120 KKB102	Creative Industries: Making Connections
NOD304	Managing Communication (Cesources	INID 102	Oreative industries. Making Connections
Public Rela	ations	Year 2, Se	emester 1
AMB260	Public Relations Theory and Practice	AMB201	Marketing and Audience Research
AMB261	Media Relations and Publicity	AMB319	Media Planning
AMB262	Public Relations Writing	KJB121	Journalistic Inquiry
AMB370	Public Relations Cases	SELECT	A Complementary Studies unit
AMB361	Public Relations Campaigns	Year 2, Se	emester 2
	Students who have completed AMB260 as part of the IF27 Core Units will need to choose two	AMB318	Advertising Copywriting
	of the following three units:	KJB280	International Journalism
AMB202	Integrated Marketing Communication	SELECT	A Complementary Studies unit
AMB230	Digital Promotions	SELECT	A Complementary Studies unit
AMB231	Marketing Communications Regulations and Ethics	V 2 C-	d
Luncs		Year 3, Se	
Television		AMB320 KJB224	Advertising Management
KPB101	Foundations of Film and Television Production		Feature Writing
KPB104	Film and Television Production Resource Management	SELECT AMB202	Either AMB202, AMB230 or AMB330: Integrated Marketing Communication
KPB105	Narrative Production	AMB230	Digital Promotions
KPB106	Australian Television	AMB330	Advertising Planning Portfolio
KPB107	Television's Greatest Hits	SELECT	A Complementary Studies unit
KPB303	Critical Thinking About Television	Year 3, Se	omastar 2
Internation	al Journalism	AMB339	Advertising Campaigns
KJB101	Digital Journalism	KJB337	Public Affairs Reporting
KJB120	Newswriting	SELECT	A Complementary Studies unit
KJB121	Journalistic Inquiry	SELECT	A Complementary Studies unit
KJB224	Feature Writing		•
KJB280	International Journalism		ructure - Advertising / Media & cation for students who commenced in 2009
KJB337	Public Affairs Reporting	Oomman	cation for students who commenced in 2003
	·	Course Re	equirements
Journalisr	ructure - Advertising / International n for students who commenced in 2009		In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options
Course Re	equirements		below:
	In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options		* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options
	below: * A Minor PLUS 24cp of Unit Options: or	Year 1, Se	emester 1
	A MILLOY BLILLS WICH OF FIDIT FIDITORS, OF		

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

Marketing BSB126

BSB126 Marketing KCB101 Introduction to Media and Communication:

Texts

KCB110 Introduction To Mass Communication

FACULTY BUSINESS

	FACULTY	<u>O F</u>	BUS	INESS
KKB101	Creative Industries: People and Practices		KKB101	Creative Industries: People and Practices
Year 1, Se	emester 2		SELECT	A Complementary Studies unit
AMB200	Consumer Behaviour		Year 1, Se	emester 2
AMB201	Marketing and Audience Research		AMB200	Consumer Behaviour
AMB220	Advertising Theory and Practice		AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections		AMB263	Introduction To Public Relations
Year 2, Se	omastar 1		KKB102	Creative Industries: Making Connections
AMB319			Year 2, Se	amostor 1
KCB103	Media Planning		AMB201	
KCB103	Strategic Speech Communication			Marketing and Audience Research
	New Media 1: Information and Knowledge		AMB264	Public Relations Techniques
SELECT	A Complementary Studies unit		AMB318 AMB319	Advertising Copywriting Media Planning
Year 2, Se	emester 2		AIVIDO 19	Media Pianning
AMB318	Advertising Copywriting		Year 2, Se	emester 2
SELECT	Either KCB202 or KCB205		AMB372	Public Relations Planning
KCB202	New Media 2: Applications and Implications		SELECT	Either AMB202, AMB230 or AMB231:
KCB205	Professional Communication		AMB202	Integrated Marketing Communication
SELECT	A Complementary Studies unit		AMB230	Digital Promotions
SELECT	A Complementary Studies unit		AMB231	Marketing Communications Regulations and Ethics
Year 3, Se	emester 1		SELECT	A Complementary Studies unit
AMB320	Advertising Management		SELECT	A Complementary Studies unit
KCB301	Media Audiences		Year 3, Se	amastar 1
SELECT	Either KCB302 or KCB304		AMB320	Advertising Management
KCB302	Political Communication		AMB374	Global Public Relations Cases
KCB304	Managing Communication Resources		SELECT	Either AMB202, AMB230 or AMB330:
SELECT	Either AMB202, AMB230 or AMB330:		AMB202	Integrated Marketing Communication
AMB202	Integrated Marketing Communication		AMB230	Digital Promotions
AMB230	Digital Promotions		AMB330	Advertising Planning Portfolio
AMB330	Advertising Planning Portfolio		SELECT	A Complementary Studies unit
Year 3, Se	emester 2		OLLLOT	A Complementary Studies unit
AMB339	Advertising Campaigns	_	Year 3, Se	emester 2
SELECT	A Complementary Studies unit		AMB339	Advertising Campaigns
SELECT	A Complementary Studies unit		AMB379	Public Relations Campaigns
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
	, ,		SELECT	A Complementary Studies unit
students v	ructure - Advertising / Public Relations for who commenced in 2009			ructure - Advertising / Television for students nenced in 2009
Course Re	equirements		Course Re	equirements
	In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:			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

Year 1, Semester 1

BSB126 Marketing

* A Minor PLUS 24cp of Unit Options; or

* 72cp of Unit Options

	FACULTY	O F	BUS	INESS
KCB110	Introduction To Mass Communication		KJB101	Digital Journalism
KKB101	Creative Industries: People and Practices		KKB101	Creative Industries: People and Practices
KPB106	Australian Television			·
			Year 1, Se	
Year 1, Se	mester 2		AMB201	Marketing and Audience Research
AMB200	Consumer Behaviour		KJB120	Newswriting
AMB220	Advertising Theory and Practice		KKB102	Creative Industries: Making Connections
KKB102	Creative Industries: Making Connections		SELECT	Either AMB263 or AMB220:
KPB101	Introduction to Film, TV and New Media		AMB263	Introduction To Public Relations
	Production		AMB220	Advertising Theory and Practice
Year 2, Se	mester 1		Year 2, Se	emester 1
AMB201	Marketing and Audience Research		KCB101	Introduction to Media and Communication:
AMB318	Advertising Copywriting		RODIOI	Texts
AMB319	Media Planning		KCB103	Strategic Speech Communication
KPB105	Narrative Production		KCB201	New Media 1: Information and Knowledge
Year 2, Se	amostor 2	ı	KJB121	Journalistic Inquiry
AMB320			Voor 2 Co	amostor 2
KPB104	Advertising Management Film and Television Production Resource		Year 2, Se KJB280	International Journalism
KPD 104	Management		SELECT	Either KCB202 or KCB205:
SELECT	A Complementary Studies unit		KCB202	New Media 2: Applications and Implications
SELECT	A Complementary Studies unit		KCB202 KCB205	Professional Communication
		ı	SELECT	
Year 3, Se			SELECT	A Complementary Studies unit
KPB303	Critical Thinking About Television		SELECT	A Complementary Studies unit
SELECT	Either AMB202, AMB230 or AMB330:		Year 3, Se	emester 1
AMB202	Integrated Marketing Communication		KCB301	Media Audiences
AMB230	Digital Promotions		KJB224	Feature Writing
AMB330	Advertising Planning Portfolio		SELECT	Either KCB302 or KCB304:
SELECT	A Complementary Studies unit		KCB302	Political Communication
SELECT	A Complementary Studies unit		KCB304	Managing Communication Resources
Year 3, Se	mester 2			A Complementary Studies unit
AMB339	Advertising Campaigns		Vacr 2 Ca	amontos 2
KPB112	TV and Film Genres		Year 3, Se	
SELECT	A Complementary Studies unit		KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
			SELECT	A Complementary Studies unit
	ructure - Media & Communication /		SELECT	A Complementary Studies unit

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

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

- * A Minor PLUS 24cp of Unit Options; or
- * 72cp of Unit Options

Year 1, Semester 1

BSB126 Marketing

	FACULTY (OF BUS	INESS	
KCB101	Introduction to Media and Communication:	Year 1, Se	emester 1	
KCB110	Texts	BSB126	Marketing	
KKB101	Introduction To Mass Communication	KJB101	Digital Journalism	
KKDIUI	Creative Industries: People and Practices	KKB101	Creative Industries: People and Practices	
Year 1, Semester 2		KCB110	Introduction To Mass Communication	
AMB201	Marketing and Audience Research	Year 1, Se	emester 2	
KKB102	Creative Industries: Making Connections	AMB201	Marketing and Audience Research	
KPB104	Film and Television Production Resource Management	AMB263	Introduction To Public Relations	
SELECT	Either AMB220 or AMB263:	KJB120	Newswriting	
AMB220	Advertising Theory and Practice	KKB102	Creative Industries: Making Connections	
AMB263	Introduction To Public Relations			
7 1111 12 200	This dud on the full about the full		Year 2, Semester 1	
Year 2, Se	emester 1	AMB264	Public Relations Techniques	
KCB103	Strategic Speech Communication	KJB121	Journalistic Inquiry	
KCB201	New Media 1: Information and Knowledge	SELECT	A Complementary Studies unit	
KPB101	Introduction to Film, TV and New Media Production	SELECT	A Complementary Studies unit	
SELECT	A Complementary Studies unit	Year 2, Se		
		AMB372	Public Relations Planning	
Voor 2 Sc	emoster?		· ·	
Year 2, Se		KJB280	International Journalism	
KPB110	The Movie, TV & New Media Business	KJB280 SELECT	International Journalism Two from AMB202, AMB230 and AMB231:	
KPB110 SELECT	The Movie, TV & New Media Business Either KCB202 or KCB205:	KJB280 SELECT AMB202	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication	
KPB110 SELECT KCB202	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications	KJB280 SELECT AMB202 AMB230	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions	
KPB110 SELECT KCB202 KCB205	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication	KJB280 SELECT AMB202	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and	
KPB110 SELECT KCB202 KCB205 SELECT	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit	KJB280 SELECT AMB202 AMB230	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions	
KPB110 SELECT KCB202 KCB205	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication	KJB280 SELECT AMB202 AMB230	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics	
KPB110 SELECT KCB202 KCB205 SELECT	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit	KJB280 SELECT AMB202 AMB230 AMB231 Year 3, Se	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics	
KPB110 SELECT KCB202 KCB205 SELECT SELECT	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit	KJB280 SELECT AMB202 AMB230 AMB231	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics emester 1 Global Public Relations Cases Feature Writing	
KPB110 SELECT KCB202 KCB205 SELECT SELECT Year 3, Se	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit	KJB280 SELECT AMB202 AMB230 AMB231 Year 3, Se	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics emester 1 Global Public Relations Cases	
KPB110 SELECT KCB202 KCB205 SELECT SELECT Year 3, Se KCB301	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit emester 1 Media Audiences	KJB280 SELECT AMB202 AMB230 AMB231 Year 3, Se AMB374 KJB224	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics emester 1 Global Public Relations Cases Feature Writing	
KPB110 SELECT KCB202 KCB205 SELECT SELECT Year 3, Se KCB301 KPB105	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit emester 1 Media Audiences Narrative Production	KJB280 SELECT AMB202 AMB230 AMB231 Year 3, Se AMB374 KJB224 SELECT SELECT	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics emester 1 Global Public Relations Cases Feature Writing A Complementary Studies unit A Complementary Studies unit	
KPB110 SELECT KCB202 KCB205 SELECT SELECT Year 3, Se KCB301 KPB105 KPB303	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit emester 1 Media Audiences Narrative Production Critical Thinking About Television	KJB280 SELECT AMB202 AMB230 AMB231 Year 3, Se AMB374 KJB224 SELECT SELECT Year 3, Se	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics emester 1 Global Public Relations Cases Feature Writing A Complementary Studies unit A Complementary Studies unit	
KPB110 SELECT KCB202 KCB205 SELECT SELECT Year 3, Se KCB301 KPB105 KPB303 SELECT	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit emester 1 Media Audiences Narrative Production Critical Thinking About Television Either KCB302 or KCB304:	KJB280 SELECT AMB202 AMB230 AMB231 Year 3, Se AMB374 KJB224 SELECT SELECT	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics emester 1 Global Public Relations Cases Feature Writing A Complementary Studies unit A Complementary Studies unit emester 2 Public Relations Campaigns	
KPB110 SELECT KCB202 KCB205 SELECT SELECT Year 3, Se KCB301 KPB105 KPB303 SELECT KCB302 KCB304	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit Media Audiences Narrative Production Critical Thinking About Television Either KCB302 or KCB304: Political Communication Managing Communication Resources	KJB280 SELECT AMB202 AMB230 AMB231 Year 3, Se AMB374 KJB224 SELECT SELECT Year 3, Se AMB379	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics emester 1 Global Public Relations Cases Feature Writing A Complementary Studies unit A Complementary Studies unit emester 2 Public Relations Campaigns Public Affairs Reporting	
KPB110 SELECT KCB202 KCB205 SELECT SELECT Year 3, Se KCB301 KPB105 KPB303 SELECT KCB302	The Movie, TV & New Media Business Either KCB202 or KCB205: New Media 2: Applications and Implications Professional Communication A Complementary Studies unit A Complementary Studies unit Media Audiences Narrative Production Critical Thinking About Television Either KCB302 or KCB304: Political Communication Managing Communication Resources	KJB280 SELECT AMB202 AMB230 AMB231 Year 3, Se AMB374 KJB224 SELECT SELECT Year 3, Se AMB379 KJB337	International Journalism Two from AMB202, AMB230 and AMB231: Integrated Marketing Communication Digital Promotions Marketing Communications Regulations and Ethics emester 1 Global Public Relations Cases Feature Writing A Complementary Studies unit A Complementary Studies unit emester 2 Public Relations Campaigns	

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

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

Course structure - Public Relations / Media &

Communication for students who commenced in 2009

Year 1, Semester 1

BSB126 Marketing

KCB101 Introduction to Media and Communication:

	FACULTY	<u> </u>	BUS	INESS
	Texts		BSB126	Marketing
KCB110	Introduction To Mass Communication		KCB110	Introduction To Mass Communication
KKB101	Creative Industries: People and Practices		KKB101	Creative Industries: People and Practices
Year 1, Se	emester 2		KPB106	Australian Television
AMB201	Marketing and Audience Research		Year 1, Se	emester 2
AMB263	Introduction To Public Relations		AMB201	Marketing and Audience Research
KCB103	Strategic Speech Communication		AMB263	Introduction To Public Relations
KKB102	Creative Industries: Making Connections		KKB102	Creative Industries: Making Connections
V 2 C-			KPB101	Introduction to Film, TV and New Media
Year 2, Se				Production
AMB264	Public Relations Techniques		Year 2, Se	emester 1
KCB201	New Media 1: Information and Knowledge		AMB264	Public Relations Techniques
SELECT SELECT	A Complementary Studies unit		KPB105	Narrative Production
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
Year 2, Se	emester 2		SELECT	A Complementary Studies unit
AMB372	Public Relations Planning			<u> </u>
SELECT	Either KCB202 or KCB205:		Year 2, Se	
KCB202	New Media 2: Applications and Implications		AMB372	Public Relations Planning
KCB205	Professional Communication		KPB104	Film and Television Production Resource Management
SELECT	Two from AMB202, AMB230 and AMB231:		KPB112	TV and Film Genres
AMB202	Integrated Marketing Communication		SELECT	A Complementary Studies unit
AMB230	Digital Promotions		Vaca 2 Ca	amastar 1
AMB231 Marketing Communications Regulations and Ethics			Year 3, Se AMB374	Global Public Relations Cases
			KPB303	Critical Thinking About Television
Year 3, Se			SELECT	A Complementary Studies unit
AMB374	Global Public Relations Cases		SELECT	A Complementary Studies unit
KCB301	Media Audiences		OLLLOT	A Complementary Studies unit
SELECT	Either KCB302 or KCB304:		Year 3, Se	emester 2
KCB302	Political Communication		AMB379	Public Relations Campaigns
KCB304	Managing Communication Resources		SELECT	Two from AMB202, AMB230 and AMB231:
SELECT	A Complementary Studies unit		AMB202	Integrated Marketing Communication
Year 3, Se	emester 2		AMB230	Digital Promotions
AMB379	Public Relations Campaigns		AMB231	Marketing Communications Regulations and Ethics
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit			
SELECT	A Complementary Studies unit			ructure - Television / International Journali nts who commenced in 2009
Course st	ructure - Public Relations / Television for		ioi studei	ns who commenced in 2003
	who commenced in 2009		Course Re	equirements
Course Re	equirements			In addition to the mandatory units in this

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

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	SELECT	Either AMB220 or AMB260:	
KKB101	Creative Industries: People and Practices	AMB220	Advertising Theory and Practice	
Year 1, Semester 2		AMB260	Public Relations Theory and Practice	
KKB102	Creative Industries: Making Connections	SELECT	Either KCB103 or KWB102:	
KPB101	-	KCB103	Strategic Speech Communication	
	Introduction to Film, TV and New Media Production	KWB102	Media Writing	
KPB104 Film and Television Production Resource Management			ORE UNITS - 12 units required - Select two of ng 6 unit majors	
SELECT AMB220	Either AMB220 or AMB263: Advertising Theory and Practice	Advertising		
AMB263	Introduction To Public Relations	AMB200	Consumer Behaviour	
AMDZOO	Introduction for ablic relations	AMB220	Advertising Theory and Practice	
Year 2, Se	emester 1	AMB221	Advertising Copywriting	
KJB120	Newswriting	AMB222	Media Planning	
SELECT	A Complementary Studies unit	AMB320	Advertising Management	
SELECT	A Complementary Studies unit	AMB321	Advertising Campaigns	
KPB105	Narrative Production	AIVID32 I	Students who have completed AMB220 as part	
Year 2, Se			of the IF27 Core Units will need to choose one of the following three units:	
AMB201	Marketing and Audience Research	AMB202	Integrated Marketing Communication	
KJB121	Journalistic Inquiry	AMB230	Internet Promotion	
KJB280	International Journalism	AMB330	Advertising Strategy and Planning	
KPB110 The Movie, TV & New Media Business		Media and Communication		
Year 3, Se	emester 1	KCB101	Communication in the New Economy	
KJB224	Feature Writing	KCB103	Strategic Speech Communication	
KPB303	Critical Thinking About Television	KCB202	New Media Technologies	
SELECT	A Complementary Studies unit	KCB301	Media Audiences	
SELECT	A Complementary Studies unit	KCB302	Political Communication	
Year 3, Se	emester 2	KCB304	Managing Communication Resources	
KJB337	Public Affairs Reporting	Public Rela	ations	
KPB112	TV and Film Genres	AMB260	Public Relations Theory and Practice	
SELECT	A Complementary Studies unit	AMB261	Media Relations and Publicity	
SELECT	A Complementary Studies unit	AMB262	Public Relations Writing	
Camaral C	arres atmost we for atridoute rule a common and	AMB370	Public Relations Cases	
in 2008	ourse structure for students who commenced	AMB361	Public Relations Campaigns	
		7 (IVIDOO I	Students who have completed AMB260 as part	
Course Re	equirements In addition to the mandatory units in this		of the IF27 Core Units will need to choose two of the following three units:	
	course, you must complete 72 credit points from the Complementary Studies options	AMB202	Integrated Marketing Communication	
	below:	AMB230	Internet Promotion	
	* A Minor PLUS 24cp of Unit Options; or	AMB231	Marketing Communications Regulations and	
	* 72cp of Unit Options		Ethics	
IF27 COR	E UNITS - 6 units required	Television		
AMB201	Marketing and Audience Research	KPB101	Foundations of Film and Television Production	
BSB126	Marketing	KPB104	Film and Television Production Resource Management	
KKB101	Creative Industries: People and Practices	KPB105	Narrative Production	
KKB102	Creative Industries: Making Connections	KPB106	Australian Television	

	FACULTY	O F
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).	
Internation	al Journalism	
KJB101	Digital Journalism	
KJB120	Newswriting	
KJB121	Journalistic Inquiry	
KJB224	Feature Writing	
KJB280	International Journalism	
KJB337	Public Affairs Reporting	
	ructure - Advertising / International n for students who commenced in 2008	
Course Re	quirements	
	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, Se	mester 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, Se	mester 2	
AMB200	Consumer Behaviour	
AMB220	Advertising Theory and Practice	
KJB120	Newswriting	
KKB102	Creative Industries: Making Connections	
Year 2, Se	mester 1	
AMB201	Marketing and Audience Research	
AMB319	Media Planning	
KJB121	Journalistic Inquiry	
SELECT	A Complementary Studies unit	
Year 2, Se	mester 2	

AMB318

KJB280

SELECT

SELECT

Year 3, Semester 1

Advertising Copywriting

International Journalism

A Complementary Studies unit

A Complementary Studies unit

BUSI	NESS
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, Ser	mester 2
AMB339	Advertising Campaigns
KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
	ucture - Advertising / Media & ation for students who commenced in 2008
Course Red	quirements
	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, Ser	mester 1
BSB126	Marketing
KCB101	Introduction to Media and Communication: Texts
KCB103	Strategic Speech Communication
KKB101	Creative Industries: People and Practices
Year 1, Ser	mester 2
AMB200	Consumer Behaviour
AMB201	Marketing and Audience Research
AMB220	Advertising Theory and Practice
KKB102	Creative Industries: Making Connections
Year 2, Ser	mester 1
AMB319	Media Planning
KCB301	Media Audiences
KWB102	Media Writing
SELECT	A Complementary Studies unit
Year 2, Ser	mester 2
AMB318	Advertising Copywriting
KCB202	New Media 2: Applications and Implications
SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit
Year 3, Ser	mester 1
AMB320	Advertising Management

New Media 1: Information and Knowledge

KCB201

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

	FACULTY	O F	BUS	INESS
SELECT	A Complementary Studies unit		KJB280	International Journalism
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
V00	and a stand		SELECT	A Complementary Studies unit
Year 3, Se			Vacr 2 Ca	omostar 1
AMB320 AMB374	Advertising Management Global Public Relations Cases		Year 3, Se	
			KCB201	New Media 1: Information and Knowledge
SELECT	Either AMB202, AMB230 or AMB330:		KJB224	Feature Writing
AMB202	Integrated Marketing Communication		SELECT	Either KCB205, KCB302 or KCB304:
AMB230	Digital Promotions		KCB205	Professional Communication
AMB330	Advertising Planning Portfolio		KCB302	Political Communication
SELECT	A Complementary Studies unit		KCB304	Managing Communication Resources
Year 3, Se	emester 2		SELECT	A Complementary Studies unit
AMB339	Advertising Campaigns		Year 3, Se	emester 2
AMB379	Public Relations Campaigns		KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit		SELECT	A Complementary Studies unit
Course st	ructure - Media & Communication /		SELECT	A Complementary Studies unit
	nal Journ for students who commenced in		Course st	ructure - Media & Communication / Television
2008				nts who commenced in 2008
Course Re	equirements		Caa Da	
	In addition to the mandatory units in this		Course Re	equirements
	course, you must complete 72 credit points from the Complementary Studies options below:			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			* A Minor PLUS 24cp of Unit Options; or
	* 72cp of Unit Options			* 72cp of Unit Options
Year 1, Se	emester 1			
BSB126	Marketing		Year 1, Se	
KCB101	Introduction to Media and Communication:		BSB126	Marketing
	Texts		KCB101	Introduction to Media and Communication: Texts
KJB101	Digital Journalism		KKB101	Creative Industries: People and Practices
KKB101	Creative Industries: People and Practices		KWB102	Media Writing
Year 1, Se	emester 2		Year 1, Se	emester 2
AMB201	Marketing and Audience Research		AMB201	Marketing and Audience Research
KJB120	Newswriting		KKB102	Creative Industries: Making Connections
KKB102	Creative Industries: Making Connections		KPB104	Film and Television Production Resource
SELECT	Either AMB220 or AMB263:			Management
AMB220	Advertising Theory and Practice		SELECT	Either AMB220 or AMB263:
AMB263	Introduction To Public Relations		AMB220	Advertising Theory and Practice
Year 2, Se	emester 1		AMB263	Introduction To Public Relations
KCB103	Strategic Speech Communication		Year 2, Se	emester 1
KCB301	Media Audiences		KCB103	Strategic Speech Communication
KJB121	Journalistic Inquiry		KCB301	Media Audiences
KWB102	Media Writing		KPB106	Australian Television
			SELECT	A Complementary Studies unit
Year 2, Se	emester 2			•

New Media 2: Applications and Implications

KCB202

Year 2, Semester 2

	FACULTY O	F BUS	INESS
KCB202	New Media 2: Applications and Implications	AMB372	Public Relations Planning
KPB101	Introduction to Film, TV and New Media	KJB280	International Journalism
	Production	SELECT	Two from AMB202, AMB230 and AMB231:
SELECT	A Complementary Studies unit	AMB202	Integrated Marketing Communication
SELECT	A Complementary Studies unit	AMB230	Digital Promotions
Year 3, Se	mester 1	AMB231	Marketing Communications Regulations and
KCB201	New Media 1: Information and Knowledge		Ethics
KPB105	Narrative Production	Year 3, Se	emester 1
KPB303	Critical Thinking About Television	AMB374	Global Public Relations Cases
SELECT	Either KCB205, KCB302 or KCB304:	KJB224	Feature Writing
KCB205	Professional Communication	SELECT	A Complementary Studies unit
KCB302	Political Communication	SELECT	A Complementary Studies unit
KCB304	Managing Communication Resources		
		Year 3, Se	
Year 3, Se		AMB379	Public Relations Campaigns
KPB112	TV and Film Genres	KJB337	Public Affairs Reporting
SELECT	A Complementary Studies unit	SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit	SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit	Course st	ructure - Public Relations / Media &
Course structure - Public Relations / International Journalism for students who commenced in 2008		Communication for students who commenced in 2008	
		Course Re	equirements
Course Re	In addition to the mandatory units in this course, you must complete 72 credit points		In addition to the mandatory units in this course, you must complete 72 credit points from the Complementary Studies options below:
	from the Complementary Studies options below:		* A Minor PLUS 24cp of Unit Options; or
	* A Minor PLUS 24cp of Unit Options; or		* 72cp of Unit Options
	* 72cp of Unit Options	V 4.0	
<u> </u>		Year 1, Se	
Year 1, Se		BSB126	Marketing
BSB126	Marketing	KCB101	Introduction to Media and Communication: Texts
KJB101	Digital Journalism	KCB103	Strategic Speech Communication
KKB101	Creative Industries: People and Practices	KKB101	Creative Industries: People and Practices
SELECT	Either KCB103 or KWB102:		·
KCB103	Strategic Speech Communication	Year 1, Se	
KWB102	Media Writing	AMB201	Marketing and Audience Research
Year 1, Se	mester 2	AMB260	Public Relations Theory and Practice
AMB201	Marketing and Audience Research	KKB102	Creative Industries: Making Connections
AMB260	Public Relations Theory and Practice	KWB102	Media Writing
KJB120	Newswriting	Year 2, Se	emester 1
KKB102	Creative Industries: Making Connections	AMB264	Public Relations Techniques
V	mandan 4	KCB301	Media Audiences
Year 2, Se		SELECT	A Complementary Studies unit
AMB264	Public Relations Techniques	SELECT	A Complementary Studies unit
KJB121	Journalistic Inquiry	V/ 2.5	
SELECT	A Complementary Studies unit	Year 2, Se	emester 2

AMB372

KCB202

Public Relations Planning

New Media 2: Applications and Implications

SELECT

Year 2, Semester 2

A Complementary Studies unit

	FACULTY () F BUS	INESS
SELECT	Two from AMB202, AMB230 and AMB231:	KPB104	Film and Television Production Resource Management
AMB202	Integrated Marketing Communication	KPB107	Television's Greatest Hits
AMB230 AMB231	Digital Promotions Marketing Communications Regulations and	SELECT	A Complementary Studies unit
Ethics		Year 3, Se	emester 1
Year 3, Se	emester 1	AMB374	Global Public Relations Cases
AMB374	Global Public Relations Cases	KPB303	Critical Thinking About Television
KCB201	New Media 1: Information and Knowledge	SELECT	A Complementary Studies unit
SELECT	Either KCB205, KCB302 or KCB304:	SELECT	A Complementary Studies unit
KCB205	Professional Communication	V 0.0	
KCB302	Political Communication	Year 3, Se	
KCB304	Managing Communication Resources	AMB379	Public Relations Campaigns
SELECT	A Complementary Studies unit	SELECT	Two from AMB202, AMB230 and AMB231:
		AMB202	Integrated Marketing Communication
Year 3, Se		AMB230	Digital Promotions
AMB379 SELECT	Public Relations Campaigns A Complementary Studies unit	AMB231	Marketing Communications Regulations and Ethics
SELECT	A Complementary Studies unit	SELECT	A Complementary Studies unit
SELECT	A Complementary Studies unit		ructure - Television / International Journalism
Course st	ructure - Public Relations / Television for	ioi studei	ns who commenced in 2000
students v	who commenced in 2008	Course Re	equirements
Course Re	equirements		In addition to the mandatory units in this
oodise ite	In addition to the mandatory units in this course, you must complete 72 credit points		course, you must complete 72 credit points from the Complementary Studies options below:
	from the Complementary Studies options below:		* A Minor PLUS 24cp of Unit Options; or
			* 72cp of Unit Options
	* A Minor PLUS 24cp of Unit Options; or	Year 1 Se	* 72cp of Unit Options
	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options	Year 1, Se	* 72cp of Unit Options emester 1
Year 1, Se	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1	BSB126	* 72cp of Unit Options emester 1 Marketing
BSB126	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing	BSB126 KCB110	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication
BSB126 KKB101	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices	BSB126 KCB110 KJB101	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism
BSB126 KKB101 KPB106	* A Minor PLUS 24cp of Unit Options; or	BSB126 KCB110	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication
BSB126 KKB101	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices	BSB126 KCB110 KJB101	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices
BSB126 KKB101 KPB106 KWB102	* A Minor PLUS 24cp of Unit Options; or	BSB126 KCB110 KJB101 KKB101	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices
BSB126 KKB101 KPB106 KWB102 Year 1, Se	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2	BSB126 KCB110 KJB101 KKB101 Year 1, Se	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice	BSB126 KCB110 KJB101 KKB101 Year 1, Se	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production Film and Television Production Resource
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260 KKB102	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice Creative Industries: Making Connections	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production Film and Television Production Resource Management Either AMB260 or AMB220:
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260 KKB102	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice Creative Industries: Making Connections Introduction to Film, TV and New Media Production	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101 KPB104 SELECT	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production Film and Television Production Resource Management
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260 KKB102 KPB101	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice Creative Industries: Making Connections Introduction to Film, TV and New Media Production	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101 KPB104 SELECT AMB260 AMB220	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production Film and Television Production Resource Management Either AMB260 or AMB220: Public Relations Theory and Practice Advertising Theory and Practice
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260 KKB102 KPB101	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101 KPB104 SELECT AMB260 AMB220 Year 2, Se	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production Film and Television Production Resource Management Either AMB260 or AMB220: Public Relations Theory and Practice Advertising Theory and Practice
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260 KKB102 KPB101 Year 2, Se AMB261	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Media Relations and Publicity	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101 KPB104 SELECT AMB260 AMB220 Year 2, Se KJB120	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production Film and Television Production Resource Management Either AMB260 or AMB220: Public Relations Theory and Practice Advertising Theory and Practice emester 1 Newswriting
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260 KKB102 KPB101 Year 2, Se AMB261 KPB105	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Media Relations and Publicity Narrative Production	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101 KPB104 SELECT AMB260 AMB220 Year 2, Se KJB120 KJB121	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production Film and Television Production Resource Management Either AMB260 or AMB220: Public Relations Theory and Practice Advertising Theory and Practice emester 1 Newswriting Journalistic Inquiry
BSB126 KKB101 KPB106 KWB102 Year 1, Se AMB201 AMB260 KKB102 KPB101 Year 2, Se AMB261 KPB105 SELECT	* A Minor PLUS 24cp of Unit Options; or * 72cp of Unit Options emester 1 Marketing Creative Industries: People and Practices Australian Television Media Writing emester 2 Marketing and Audience Research Public Relations Theory and Practice Creative Industries: Making Connections Introduction to Film, TV and New Media Production emester 1 Media Relations and Publicity Narrative Production A Complementary Studies unit A Complementary Studies unit	BSB126 KCB110 KJB101 KKB101 Year 1, Se KKB102 KPB101 KPB104 SELECT AMB260 AMB220 Year 2, Se KJB120	* 72cp of Unit Options emester 1 Marketing Introduction To Mass Communication Digital Journalism Creative Industries: People and Practices emester 2 Creative Industries: Making Connections Introduction to Film, TV and New Media Production Film and Television Production Resource Management Either AMB260 or AMB220: Public Relations Theory and Practice Advertising Theory and Practice emester 1 Newswriting

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Year 2, Semester 2

AMB262 Public Relations Writing

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 **KDB204** Australian Dance traditions of their fields will benefit from this **KDB225** Music Theatre Skills minor, as will those who are considering future honours and postgraduate study in this field. Digital Media **DAB325** Architecture in the 20th Century Description: This minor provides you with the **DEB102** Introducing Design History opportunity to understand the guiding KVB212 Australian Art, Architecture and Design principles behind new modes of communication and creative industries KVB306 Video Art and Culture practice. **KIB101** Visual Communication Audience and User Research Introduction to Web Design and Development **KIB103** Description: The value of much creative and business activity is determined by its success KCB201 New Media 1: Information and Knowledge with audiences and users and the ability to KCB202 New Media 2: Applications and Implications understand and research the people who engage with your outputs is vital. This minor **KVB306** Video Art and Culture provides you with a conceptual understanding of how audiences use media and cultural Drama products and teaches practical skills in conducting qualitative and quantitative Description: This minor provides you with audience research. introductory concepts and practices underpinning contemporary performance-KCB102 Media Myth Busting 1 making. **KCB105** Media Myth Busting 2 **KDB225** Music Theatre Skills **KCB203** Consumption Matters: Consumer Cultures and KTB103 Performing Skills 1: Character and Scene Identity KTB104 Performance Innovation KCB301 Media Audiences KTB106 Performing Skills 2: Style and Form Communication for the Professions KTB204 **Understanding Performance** Description: This minor provides you with KTB305 The Entrepreneurial Artist opportunity to understand the parameters of the journalism and professional communication Entertainment KCB103 Strategic Speech Communication Description: This minor provides you with an understanding of the characteristics of KCB302 **Political Communication** mainstream commercial culture that appeal to large audiences and an understanding both of **KCB304** Managing Communication Resources business and creative processes. KWB103 Persuasive Writing BSB126 Marketing **KWB106** Corporate Writing and Editing **KWB102** Media Writing **Creative Writing** Introduction to Entertainment KXB101 Description: This minor aims to prepare you **KXB102** Global Entertainment with skills and knowledge in the area of **KXB201** Entertainment Practice: Balancing Creativity creative writing and to enhance your critical, and Business analytical and peer-reviewing skills. Introduction to Creative Writing KWB101 Fashion KWB102 Media Writing Description: This minor will provide you with an in depth knowledge and understanding of the KWB104 Creative Writing: The Short Story history, theory and context of international **KWB107** Creative Non-Fiction fashion KWB207 **Great Books: Creative Writing Classics KFB103** Introduction to Fashion **KWB313** Novel and Memoir Unspeakable Beauty: A History of Fashion and **KFB106** * Please note: KWB204 is permitted to count towards this unit set. **KFB206** Fashion and Modernity **KFB207** Contemporary Fashion **Dance Studies** Description: This minor provides the Graphic Design 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

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,

	FACULTY O	F BUS	INESS
	graphic design and print media, and the technical skills required to apply them in studio	KWB208	Modern Times (Literature and Culture in the 20th Century)
	projects. Instructions: Complete four (4) of the following five units	KWB308	Wonderlands: Literature and Culture in the 19th Century
KIB101	Visual Communication	KWB309	Popular Fictions, Popular Culture
KIB230	Interface and Information Design	Music Stu	dies
KIB335	Typography and Illustration	Wasio Otal	Description: This minor provides you with
KIB338	Print Media		understandings of new directions in music
KVB204	Graphic Design		across styles, genres, cultures, disciplines and beliefs.
1.0	10% 15	KDB225	Music Theatre Skills
Interactive	and Visual Design	KMB003	Sex Drugs Rock 'n' roll
	Description: This minor aims to provide you with a foundational understanding of the design	KMB004	World Music
	concepts and principles, practical skills and working methods needed by a contemporary	KMB107	Sound, Image, Text
	designer of visual and interactive media,	KMB200	Music Scenes and Subcultures
	including an introduction to visual communication, print media, web and interactive media and temporal digital media		* Please note: KMB002 is permitted to count towards this unit set.
KIDAOA	formats.		* KMB200 will be offered from 2011.
KIB101	Visual Communication Visual Interactions	Performan	ce Events and Festivals
KIB102			Description: This minor provides you with
KIB103 KIB104	Introduction to Web Design and Development Digital Media		understandings and skills in creative industries performance and management.
KID 104	Digital Media	KTB101	20th Century Performance
Journalism		KTB207	Staging Australia
	Description: This minor will introduce you to a	KTB210	Creative Industries Management
	range of key journalistic principles, approaches and writing styles.	KTB211	Creative Industries Events and Festivals
KJB101	Digital Journalism	KTB306	Directing for Performance Events and Festivals
KJB120	Newswriting	SELECT	One unit from either BSB126, KCB103 or
KJB121	Journalistic Inquiry	DOD400	KWB106:
KJB224	Feature Writing	BSB126	Marketing
Literature		KCB103	Strategic Speech Communication
Literature	Description: This minor will provide you with a	KWB106	Corporate Writing and Editing
thorough grounding in a range of texts, literary,		Profession	nal Writing
KWB109	cultural and popular. Writing Australia		Description: The aim of this minor is to provide you with skills and knowledge in a variety of
KWB206	Youth and Children's Writing		genres in the area of professional writing and
KWB207	Great Books: Creative Writing Classics		to understand the demands of the writing and publishing industry.
KWB207	Modern Times (Literature and Culture in the	KWB102	Media Writing
KVVD200	20th Century)	KWB103	Persuasive Writing
KWB209	Shakespeare, Then and Now	KWB106	Corporate Writing and Editing
KWB308	Wonderlands: Literature and Culture in the 19th Century	KWB303	Writing and Publishing Industry
	* Please note: KWB307 is permitted to count	Screen St	udies
	towards this unit set.		Description: The aim of this minor is to provide
Modern ar	nd Popular Literature and Culture		students with an understanding of film and media, and their influence in social and cultura
	Description: This minor will provide you with a		contexts.
	thorough grounding in a range of modern, cultural and popular texts.	KPB109	Film and TV History
KWB108	Introduction To Literary Studies	KPB112	TV and Film Genres
KWB109	Writing Australia	KPB205	Documentary Theory and Practice
KWB206	Youth and Children's Writing	KPB206	International Cinema
	- · · · · · · · · · · · · · · · · · · ·		

	FACULTY
KPB212	Australian Film and TV
	*Note: KPB203 is permitted to count towards this major if completed in 2010 or earlier.
Sound Stu	idies
	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	s Practice
visuai Alt	Description: This minor introduces you to the
	essential principles of visual literacy. You will

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.

2D Media and Processes

KVB111 3D Media and Processes

KVB200 Exhibition and Display in the Visual Arts

KVB213 Graphic Investigation

KVB110

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 IF27 students ONLY are permitted to select Unit Options from outside the Faculty of Creative Industries

Creative W	riting & 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

	FACULTY O	F BUS	INESS
KKB101	Creative Industries: People and Practices	KJB239	Journalism Ethics and Issues
KKB102	Creative Industries: Making Connections	KJB280	International Journalism
KKB216	Graphical Development Environments for Media Interaction	KJB337	Public Affairs Reporting
KKB345	Creative Industries Project 1	Media & C	Communication
KKB346	Creative Industries Project 2	KCB101	Introduction to Media and Communication: Texts
Fashion		KCB102	Media Myth Busting 1
KFB103	Introduction to Fashion	KCB103	Strategic Speech Communication
KFB106	Unspeakable Beauty: A History of Fashion and Style	KCB104	Introduction to Media and Communications: Industries
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 & Tel	levision	Music & S	Cound
KPB101	Introduction to Film, TV and New Media Production	KMB003	Sex Drugs Rock 'n' roll
KPB104	Film and Television Production Resource	KMB003	World Music
KF D 104	Management	KMB107	Sound, Image, Text
KPB109	Film and TV History	KMB119	Music and Sound Production 1
KPB110	The Movie, TV & New Media Business	KMB122	Music and Sound Concepts 1
KPB112	TV and Film Genres	KMB129	Music and Sound Production 2
KPB113	TV and Film Text Analysis	KMB132	Music and Sound Concepts 2
KPB205	Documentary Theory and Practice	KMB200	Music Scenes and Subcultures
KPB206	International Cinema	KMB252	Multi-Platform Sound Design
KPB207	Film and Television Scriptwriting		* Please note: KMB002, KMB007, KMB104,
KPB303	Critical Thinking About Television		KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier.
	* Please note: KPB102, KPB103, KPB106, KPB107, and KPB108 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.
	*KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.		*KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.
Interactive	e & Visual Design		*KMB200 will be offered from 2011.
KIB101	Visual Communication	Performar	nce Studies
KIB102	Visual Interactions	KSB215	Visual Theatre Design
KIB103	Introduction to Web Design and Development	KTB101	20th Century Performance
KIB104	Digital Media	KTB103	Performing Skills 1: Character and Scene
KIB105	Animation and Motion Graphics	KTB104	Performance Innovation
KIB108	Animation History and Practices	KTB106	Performing Skills 2: Style and Form
KIB201	Concept Development for Game Design and	KTB204	Understanding Performance
	Interactive Media	KTB207	Staging Australia
KIB202	Enabling Immersion	KTB210	Creative Industries Management
Journalism	n	KTB211	Creative Industries Events and Festivals
KJB101	Digital Journalism	Vigual Art	0
KJB120	Newswriting	Visual Art	
KJB121	Journalistic Inquiry	KVB102 KVB103	Modernism Australian Art
KJB224	Feature Writing		
	-	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-lyer (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

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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

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

Financial Accounting AYB200

BSB123 **Data Analysis**

Year 2, Semester 1

Business Law and Ethics BSB111

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

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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 subsitute 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.

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.

	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

Major in Languages/International and Global Studies, comprising: 3 IGS elective units plus 4 units in one chosen language. (Indonesian, Japanese, French, Mandarin, German).

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Major in the Bachelor of Arts - Society and Change

Societ	y and	l Change	,
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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 in the Bachelor of Arts - Ethics and Human Rights

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.

	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 ProtocolsEDB041 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
SWB219	Ethical and Legal Dimensions of Human Services and Social Work		2009 as well as any completed from the following list.
SWB220	Practice Theories	CLB101	Australian Society and Culture
SWB221	Social Work Processes and Methods	CLB102	Australian Historical Studies
SWB222	Advanced Communication for Human Services	CLB103	Interpreting the Past
OMBOOO	and Social Work	CLB104	Colonialism and Independence in Asia-Pacific
SWB302	Social Policy Processes	CLB105	Australia and the South Pacific
SWB304	Child and Family Services: Advanced	CLB106	Modern China
SWB305	Community and Youth Corrections	000	Modern China
SWB306	Disability Services: Advanced	CLB107	The Classical World
3000	Disability Services. Advanced	CLB108	Nations and Nationalism in Modern Europe
SWB307	Services to Young People: Advanced		
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.

	10.101.11.19
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

following list.
World Regions
Environment and Society
Environmental Hazards
South East Asia in Focus
Australian Geographical Studies
Geography in the Field
Science Concepts and Global Systems
Population and Urban Studies
Geographic Information Systems
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

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

AMB035

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

FREN102 French 2/Introductory French B

FREN201 French 3/Intrermediate French A *

OR

	FACULTY O	F BUSI	NESS
	French Language A *	0	
_	French 4/Intermediate French B	GRMN312 0	German 8/Advanced German Language 4
0	OR	Japanese	
FREN311	French Language B		The following units are taught at UQ. Six sequenced units are required for a Japanese
FREN311 4	French 5/French Language C		Discipline Major. These can include units completed in the Japanese Discipline Major up to 2009 as well as those from the following list:
	French 6/French Language D	JAPN1011	Japanese 1/Introductory Japanese 1
5 FDFN244	Francis 7/Advanced Francis I are week **	JAPN2011	Japanese 2/Introductory Japanese 2
6	French 7/Advanced French Language **	JAPN2101	Japanese 3/Intermediate Japanese 1
	OR	JAPN3001	Japanese 4/Intermediate Japanese 2
FREN333	French for Business	JAPN3101	Japanses 5/Continuing Japanses 3
0		JAPN3102	Japanese 6/Continuing Japanese 4
	OR	JAPN3200	Japanese 7/Multimedia Japanese
FREN336	Le cinema en Français		OR
0	5 10/41 10 15	JAPN3240	Modern Literary Texts
FREN312 0	French 8/Advanced Oral French	JAPN3210	Polite Japanese Written & Spoken Styles
	OR	JAPN3500	Japanese 8/Language and Society in Japan
FREN321	Litterature et modernite	Indonesian	
0	0.0	IIIdonesian	The following units are taught at UQ. Six
EDENIO 4	OR		sequenced units are required for a Indonesian
FREN331 0	Introduction to French > English Translation OR		Discipline Major. These can include units completed in the Indonesian Discipline Major up to 2009 as well as those from the following list:
	Litterature Contemporaine	INDN1000	Indonesian 1/Introductory Indonesian A
0			Indonesian 2/Introductory Indonesian B
	* 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		Indonesian 3/Intermediate Indonesian A
			Indonesian 4/Intermediate Indonesian B
			Indonesian 5/Advanced Indonesian A
	Year 12 in French in the last three years.		Indonesian 6/Advanced Indonesian B
	** Students who have already completed HHB066 French 6 at QUT should not enrol in		Indonesian 7/Indonesian Through the Media
	FREN3116		Indonesian 8/Indonesian Translation B
German			
Comman	The following units are taught at UQ. Six	Discibline	Major - Social Science
	sequenced units are required for a German Discipline Major. These can include units	SOCIAL SO	CIENCE
	completed in the German Discipline Major up to 2009 as well as those from the following list:		Six (6) units are required for a Social Science Discipline Major comprising Sociology and
GRMN101 0	German 1/Introductory German Language 1		Political Studies units. These can include units completed in the Social Science Discipline Major up to 2009 as well as any completed
GRMN102 0	German 2/Introductory German Language 2		from the following list.
	German 3/Continuing German Language 1	Sociology	Condon And Coversity Issues For Totals
0 GRMN202	German 4/Continuing German Language 2	CLB403 JSB272	Gender And Sexuality Issues For Teachers Theories of Crime
0	Comman 4/Continuing German Language 2	JSB272 JSB372	Youth Justice
	German 5/Advanced German Language 1	JSB372 JSB378	Drugs and Crime
0		JSB376 JSB971	Gender Crime and the Criminal Justice System
GRMN302 0	German 6/Advanced German Language 2	KMB003	Sex Drugs Rock 'n' roll
GRMN311	German 7/Advanced German Langauge 3		

	FACULTY (OF BUS	INESS
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 Re	esource Management Core units
EDB039	Indigenous Politics and Political Culture	MGB220	now retitled MGB220 Business Research
JSB271	Policy Governance and Justice	MCD224	Methods is now MGB339 Performance and Reward
KCB302	Political Communication	MGB221	is now MGB339 Performance and Reward
SWB218	Social Change, Politics, Policy and Activism	Internation	nal Business Core units
SWB302	Social Policy Processes	IBB202	is replaced by EFB240 Finance for International Business
Course Up Business	odates - List of re-coded and replacement units	IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
Faculty Co		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
BSB119 BSB122	now retitled BSB119 Global Business is replaced by BSB123 Data Analysis	155211	School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
Accountar	ncy Core units	IBB300	is now AMB369 International Business Strategy
AYB121	is now AYB200 Financial Accounting AYB121	IBB308	is replaced by MGB340 International Business
AYB220	is now AYB340 Company Accounting AYB220		in the Asia-Pacific
AYB301	now retitled AYB301 Audit and Assurance	Managem	ent Core units
Advertising	g Core units	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
AMB221	is now AMB318 Advertising Copywriting		iornierry known as MGB212 and MGB334
AMB222	is now AMB319 Media Planning	Marketing	Core units
AMB321	is now AMB339 Advertising Campaigns	AMB241	is now AMB335 E-Marketing Strategies
Ranking a	nd Finance Core units	AMB341	is now AMB359 Strategic Marketing
EFB101	is replaced by EFB222 Quantitative Methods	Public Rel	ations Core units
EFB102	for Economics and Finance now retitled EFB223 Economics 2	AMB260	is replaced by AMB263 Introduction to Public Relations
EFB102	now retitied EFB223 Economics 2	AMB360	is replaced by AMB373 Corporate
Economic	s Core units		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	Business I	_aw and Tax Extended Major (BLX)
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AYB223	replaced by AYB230 Corporations Law
EFB211	is replaced by EFB331 Intermediate	AYB325	is now AYB219 Taxation Law
EFB314	Microeconomics is replaced by EFB336 International	AYB305	is replaced by AYB205 Law of Business Entities
	Economics	AYB312	is now AYB232 Financial Institutions
EFB329	is now EFB338 Contemporary Application of Economic	Profession	nal Accounting Extended Major (PAX)
		AYB223	is replaced by AYB230 Corporations Law
	Business Core units	AYB325	is now AYB219 Taxation Law
BSB212	is replaced by AYB114 Business Technologies		
BSB213	is replaced by AYB115 Governance Issus and Fraud		g Extended Major (ADX)
BSB314	is replaced by Forensic and Business	AMB230	now retitled AMB230 Digital Promotions
	•	AMB330	now retitled AMB330 Advertising Planning

IBB210

is replaced by AMB210 Importand and

Portfolio

	Portiolio	188210	Exporting
Banking Extended Major (BFX)		IBB303	is now AMB303 International Logistics
AYB312	is now AYB232 Financial Institutions Law		·
EFB200	is replaced by EFB333 Introductory Econometrics		Extended Major (MKX)
EFB318	is replaced by EFB335 Investments	AMB251	now retitled AMB251 Innovation and Brand Management
Financial Economics Extended Major (FEX) (for Banking &		AMB260	is replaced by AMB263 Introduction to Public Relations
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 IBB303	is now AMB336 International Marketing is now AMB303 International Logistics
EFB325	is replaced by EFB336 International Economics	Public Relations Extended Major (PRX)	
EFB318	is replaced by EFB335 Investments	AMB370	is replaced by AMB374 Global Public Relations
EFB324	isreplaced by EFB337 Game Theory and		Cases
21 202 1	Applications	AMB371	is replaced by AMB375 Public Relations Management
Financial Economics Extended Major (FEX) (for Economics		Business Law and Tax Specialisation (BLS)	
Students) EFB200	a rankagad by EED222 Introductory	AYB223	is replaced by AYB230 Corporations Law
EFD200	s replaced by EFB333 Introductory Econometrics	AYB325	is now AYB219 Taxation Law
EFB324	is replaced by EFB201 Financial Markets	AYB305	is now AYB205 Company Law & Practice
EFB325	is replaced by EFB337 Game Theory and	AYB312	is now AYB232 Financial Institutions Law
	Applications	BSB213	is now AYB115 Governance Issues in E-
Funds Management Extended Major (FDX)			Business
EFB318	is replaced by EFB335 Investments	Electronic	Business Specialisation (EUS)
AYB312	is now AYB232 Financial Institutions Law	BSB212	is replaced by AYB114 Business Technologies
EFB200	is eplaced by EFB333 Introductory Econometrics	BSB213	is replaced by AYB115 Governance Issues and Fraud
Human Re	esource Management Extended Major (HRX)	BSB314	is replaced by AYB341 Forensic and Business Intelligence
MGB315	is now MGB370 Peronsal and Professional Development	ITB233	is now INB312 Enterprise Systems
IBB205	is now MGB225 Intercultural Communication	ITB823	Applications is now INB830 Web Sites for E-Commerce
.55200	and Negotiation Skills	ITB239	is now INB342 Enterprise Data Mining
MGB310	Sustainability in a Changing Environment was	110233	is now indo-2 Enterprise Data Mining
	formerly known as MGB212 and MGB334	Financial Economics Specialisation (FES)	
International Business Extended Major (IBX)		EFB102	is replaced by EFB223 Economics 2
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB303	is now AMB303 International Logistics	EFB211	is replaced by EFB331 Intermediate Microeconomics
AMB230	now retitled AMB230 Digital Promotions	EFB329	is now 338 Contemporary Applications of
IBB312	is replaced by AMb300 Independent Project 1		Economics
Management Extended Major (MNX)		EFB314	is replaced by EB336 International Economics
IBB205	is now MGB225 Intercultural Communication	EFB324	is replaced by EFB201 Financial Markets
	and Negotiation Skills	EFB325	is replaced by EFB337 Game Theory and Applications
MGB218	is now MGB324 Managing Business Growth		
MGB315	is now MGB370 Personal & Professional Development	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
Internationa	al 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 Specilisation (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

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

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

Year 4, Semester 2

Business Double Major / Extended Major / Specialisation Unit

Business Double Major / Extended Major / Specialisation Unit

Year 5, Semester 1

BSB111 **Business Law and Ethics** MGB309 Strategic Management

> Business Double Major / Extended Major / Specialisation Unit

> Business Double Major / Extended Major / Specialisation Unit

> Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved subsitute unit to satisfy course requirements.

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 Language 3

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

Business Law and Ethics BSB111

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

International Business in the Asia-pacific MGB340

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 subsitute unit to satisfy course requirements.

Course structure - Public Relations

Year 1, Semester 1

BSB122 Quantitative Analysis and Finance

BSB126 Marketing

Year 1, Semester 2

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 /

Specialistion 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

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 subsitute unit to satisfy course requirements.

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.

Science Concepts and Global Systems

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**

SWB102 The Human Condition

SCB110

SWB104	Interpersonal Communication	SWB304	Child and Family Services: Advanced
SWB212	Community Work	SWB305	Community and Youth Corrections
SWB214	Team Practice and Group Processes	SWB306	Disability Services: Advanced
SWB222	Advanced Communication for Human Services	SWB307	Services to Young People: Advanced
	and Social Work	SWB308	Child Protection Intervention Skills
SWB223	People, Society and Social Work		

Major in the Bachelor of Arts - Ethics and Human Rights

Social Policy Processes

SWB302

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

Australian Studies

Studies Major. These can include units completed in the Australian Studies Major up to 2009 as well as ay 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

Seven (7) units are required for an Australian

Major in the Bachelor of Arts - Australian Studies

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

	FACULTY (OF BUS	INESS
CLB105	Australia and the South Pacific		French 5/French Language C
CLB106	Modern China	4	
CLB107	The Classical World	FREN31 ² 5	French 6/French Language D
CLB108	Nations and Nationalism in Modern Europe	-	French 7/Advanced French Language **
Discipline	Major - Languages	O	OR
LANGUAG	ES	FREN333	
LANGUAG	All Language units, apart from Mandarin and	0	
	the Overseas Units, are now taught at the		OR
	University of Queensland. QUT students study at UQ though cross institutional enrolment. Any	FREN336	6 Le cinema en Francais
	queries on the Language units should be directed to the Faculty of Business	•	2 French 8/Advanced Oral French
	uncoted to the Faculty of Business	0	Trenen or Advanced Oral French
Mandarin			OR
	Six sequenced units are required for a Mandarin Discipline Major. These can include	FREN32	Litterature et modernite
	units completed in the Mandarin Discipline	0	OB
	Major up to 2009 as well as those from the following list:	EDEN 22	OR
AMB030	Mandarin for Chinese	FREN33 ² 0	Introduction to French > English Translation
AMB031	Mandarin 1		OR
AMB032	Mandarin 2	FREN335	5 Litterature Contemporaine
AMB033	Mandarin 3	0	
AMB034	Mandarin 4	German	
AMB035	Mandarin 5		The following units are taught at UQ. Six
AMB036	Mandarin 6		sequenced units are required for a German Discipline Major. These can include units
AMB037	Mandarin 7		completed in the German Discipline Major up to 2009 as well as those from the following list:
AMB038	Mandarin 8	GRMN10	1 German 1/Introductory German Language 1
Overseas l	Jnits - All Languages	0	Tooman Williams Coman Language
AMB041	International Intensive Program	GRMN10 0	2 German 2/Introductory German Language 2
AMB042	International Summer School or Equivalent		1 German 3/Continuing German Language 1
AMB043	In-Country Study - A	0	Toerman 5/continuing German Language 1
AMB044	In-Country Study - B	GRMN20	2 German 4/Continuing German Language 2
French		U CDMNI20	1 Cormon E/Advanced Cormon Longuego 1
FIGUE	The following units are taught at UQ. Six	0	1 German 5/Advanced German Language 1
	sequenced units are required for a French	GRMN30	2 German 6/Advanced German Language 2
	Discipline Major. These can include units completed in the French Discipline Major up to	0	
	2009 as well as those from the following list:	GRMN31 0	1 German 7/Advanced German Language 3
FREN101 0	French 1/Introductory French A	GRMN31	2 German 8/Advanced German Language 4
•	French 2/Introductory French B	0	
0	Trendit Zimiroddelory Frencii B	Japanese	
FREN201	French 3/Intrermediate French A		The following units are taught at UQ. Six
0	OB		sequenced units are required for a Japanese Discipline Major. These can include units
EDEN044	OR		completed in the Japanese Discipline Major up
FREN311 2	French Language A	14 DN14 04	to 2009 as well as those from the following list:
_	French 4/Intermediate French B		1 Japanese 1/Introductory Japanese 1
0	0.0		1 Japanese 2/Introductory Japanese 2
EDELIS : :	OR		1 Japanese 3/Intermediate Japanese 1
FREN311 3	French Language B		1 Japanese 4/Intermediate Japanese 2
=		JAPN310	1 Japanese 5/Continuing Japanese 3

	FACULTY	O F	BUS	INESS
	Japanese 6/Continuing Japanese 4		Business	units
JAPN3200	Japanese 7/Multimedia Japanese		Faculty Co	ore units
IA DNIGO 40	OR		BSB114	is replaced by BSB124 Working in Business
JAPN3240	Modern Literary Texts		BSB115	now retitled BSB115 Management
IA DNI2240	OR		BSB119	now retitled BSB119 Global Business
	Polite Japanese Written & Spoken Styles Japanese 8/Language and Society in Japan		BSB122	is replaced by BSB123 Data Analysis
JAPN3500	Japanese o/Language and Society in Japan			
Indonesian				cy Core units
	The following units are taught at UQ. Six		AYB121	is now AYB200 Financial Accounting AYB121
	sequenced units are required for a Indonesian Discipline Major. These can include units		AYB220	is now AYB340 Company Accounting AYB220
	completed in the Indonesian Discipline Major up to 2009 as well as those from the following		AYB301	now retitled AYB301 Audit and Assurance
	list:		Advertising	g Core units
IND1000	Indonesian 1/Introductory Indonesian A		AMB221	is now AMB318 Advertising Copywriting
INDN1001	Indonesian 2/Introductory Indonesian B		AMB222	is now AMB319 Media Planning
INDN2000	Indonesian 3/Intermediate Indonesian A		AMB321	is now AMB339 Advertising Campaigns
INDN2001	Indonesian 4/Intermediate Indonesian B		Danking o	ad Finance Core units
INDN3000	Indonesian 5/Advanced Indonesian A		EFB101	nd Finance Core units
INDN3001	Indonesian 6/Advanced Indonesian B		EFBIUI	is replaced by EFB222 Quantitative Methods for Economics and Finance
INDN3003	Indonesian 7/Indonesian Through the Media		EFB102	now retitled EFB223 Economics 2
INDN3005	Indonesian 8/Indonesian Translation B			0 "
Discipline	Major - Social Science			s Core units
			EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
SOCIAL SO			EFB102	now retitled EFB223 Economics 2
	The Social Science Discipline Major comprises Sociology and Political Studies units. Six (6) units are required for a Social Science		EFB202	is replaced by EFB330 Intermediate Macroeconomics
	Discipline Major. These can include units completed in the Social Science Discipline		EFB211	is replaced by EFB331 Intermediate Microeconomics
	Major up to 2009 as well as any completed from the following list.		EFB314	is replaced by EFB336 International Economics
Sociology			EFB329	is now EFB338 Contemporary Application of
CLB403	Gender And Sexuality Issues For Teachers			Economic
JSB272	Theories of Crime		Electronic	Business Core units
JSB372	Youth Justice		BSB212	is replaced by AYB114 Business Technologies
JSB378	Drugs and Crime		BSB213	is replaced by AYB115 Governance Issus and
JSB971	Gender Crime and the Criminal Justice System		D0D044	Fraud
KMB003	Sex Drugs Rock 'n' roll		BSB314	is replaced by Forensic and Business Intelligence
MDB454	Science, Technology and Society		ITB233	is now INB312 Enterprise Systems Application
PYB067	Human Sexuality		ITB823	is now INB830 Web Sites for E-Commerce
PUB209	Health, Culture and Society		ITB239	is now INB342 Enterprise Data Mining
SWB216	The Human Dimensions of Space			
Political St	udios			esource 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			al Business Core units
SWB216 SWB302	Social Policy Processes		IBB202	is replaced by EFB240 Finance for International Business

Course Updates - List of re-coded and replacement

IBB208

IBB208 is no longer offered. Please contact the

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	School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB211	is replaced by EFB331 Intermediate Microeconomics
IBB210	is now replaced by AMB210 Importing and Exporting	EFB325	is replaced by EFB336 International Economics
IBB213	is now AMB336 International Marketing	EFB318	is replaced by EFB335 Investments
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB324	isreplaced by EFB337 Game Theory and Applications
IBB300	is now AMB369 International Business Strategy	Financial I Students)	Economics Extended Major (FEX) (for Economics
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	EFB200	s replaced by EFB333 Introductory Econometrics
Manageme	ent 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 Ma	nagement 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
	ations Core units	EFB200	is eplaced by EFB333 Introductory Econometrics
AMB260	is replaced by AMB263 Introduction to Public	Human Re	esource Management Extended Major (HRX)
AMB360	Relations is replaced by AMB373 Corporate Communication	MGB315	is now MGB370 Peronsal and Professional Development
AMB361	is replaced by AMB379 Public Relations Campaigns	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
Business I	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	Intornation	nal Business Extended Major (IBX)
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication
AYB305	is replaced by AYB205 Law of Business Entities	IBB303	and Negotiation Skills is now AMB303 International Logistics
AYB312	is now AYB232 Financial Institutions	AMB230	now retitled AMB230 Digital Promotions
		IBB312	•
	al Accounting Extended Major (PAX)	IDDSIZ	is replaced by AMb300 Independent Project 1
AYB223	is replaced by AYB230 Corporations Law	Managem	ent Extended Major (MNX)
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
	g Extended Major (ADX)	MGB218	is now MGB324 Managing Business Growth
AMB230	now retitled AMB230 Digital Promotions	MGB315	is now MGB370 Personal & Professional
AMB330	now retitled AMB330 Advertising Planning Portfolio	IBB210	Development is replaced by AMB210 Importand and
Banking E	xtended Major (BFX)	IDDOOO	Exporting
AYB312	is now AYB232 Financial Institutions Law	IBB303	is now AMB303 International Logistics
EFB200	is replaced by EFB333 Introductory Econometrics	Marketing AMB251	Extended Major (MKX) now retitled AMB251 Innovation and Brand
EFB318	is replaced by EFB335 Investments		Management
Financial E Finance S	Economics Extended Major (FEX) (for Banking & tudents)	AMB260	is replaced by AMB263 Introduction to Public Relations
EFB200	is replaced by EFB333 Introductory Econometrics	AMB351 AMB352	is now AMB209 Tourism Marketing is replaced by AMB252 Business Decision
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AMB354	Making is now AMB208 Events Marketing

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	FACULTY	O F	BUS	ΙN
IBB213	is now AMB336 International Marketing		0-1 0	-!-!
IBB303	is now AMB303 International Logistics		Sales Spe AMB230	ciaii no
Public Rel	ations Extended Major (PRX)		AMB250	is
AMB370	is replaced by AMB374 Global Public Relations Cases			C
AMB371	is replaced by AMB375 Public Relations Management		Internation IBB205	nal E is ar
Business I	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 B	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			
Internation	nal 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)			

lisation (SALES)

now retitled AMB230 Digital Promotion s replaced by MGB225 Intercultural Communication and Negotiation Skills

Exchange Specilisation (IEX)

s 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

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 Kavoos 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

Quantitative Analysis and Finance BSB122 **BSB114** Government, Business and Society LWB143 Legal Research and Writing

Laws and Global Perspectives

Year 2 Semester 1

LWB144

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

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

LWB239 Criminal Responsibility LWB331 Administrative Law LWB334 Corporate Law

meet the unit pre-requisites.

Year 5 Semester 1

LWB364 Introduction to Taxation Law

	FACULTY (OF BUS	INESS
LWB366	Law of Commercial Entities	AMB221	Advertising Copywriting
LWB431	Civil Procedure	AMB222	Media Planning
LWB434	Advanced Research and Legal Reasoning	V 4.0	
V		Year 4 Se	
Year 5 Ser		LWB238	Fundamentals of Criminal Law
LWB432	Evidence	LWB332	Commercial and Personal Property Law
LWB433	Professional Responsibility	LWB333	Theories of Law
	Law Elective	AMB320	Advertising Management
	Law Elective	AMB330	Advertising Planning Portfolio
Important I	Information	Year 4 Se	mester 2
	Note: Please refer to "Course Updates - List of	LWB239	Criminal Responsibility
	re-coded and replacement Business units" to check for course structure changes.	LWB331	Administrative Law
	_	LWB334	Corporate Law
Advertisin	g	AMB321	Advertising Campaigns
Year 1 Ser	mester 1	AMB202	Integrated Marketing Communication
LWB141	Legal Institutions and Method	Year 5 Se	mostor 1
LWB142	Law, Society and Justice	LWB431	Civil Procedure
BSB126	Marketing	LWB431	
BSB119	Global Business	LVVD434	Advanced Research and Legal Reasoning Law Elective
			Law Elective Law Elective
Year 1 Ser			Law Liective
LWB143	Legal Research and Writing	Year 5 Se	mester 2
LWB144	Laws and Global Perspectives	LWB432	Evidence
BSB110	Accounting	LWB433	Professional Responsibility
BSB115	Management		Elective
Year 2 Ser	mester 1		Elective
BSB114	Government, Business and Society	Important	Note:
AMB200	Consumer Behaviour	mportant	Note: Please refer to "Course Updates - List of
LWB136	Contracts A		re-coded and replacement Business units" to
LWB138	Fundamentals of Torts		check for course structure changes.
Year 2 Ser	mantar 2	Banking 8	k Finance
LWB137	Contracts B	Year 1 Se	moetor 1
LWB137	Select Issues in Torts	BSB113	Economics
BSB122			
BSB113	Quantitative Analysis and Finance Economics	BSB115 LWB141	Management
DODIIO	ECOHORNICS		Legal Institutions and Method
Year 3 Ser	mester 1	LWB142	Law, Society and Justice
AMB220	Advertising Theory and Practice	Year 1 Se	mester 2
AMB230	Digital Promotions	BSB114	Government, Business and Society
LWB231	Introduction to Public Law	BSB126	Marketing
LWB240	Principles of Equity	LWB143	Legal Research and Writing
LWB236	Real Property A	LWB144	Laws and Global Perspectives
Year 3 Ser	mastar 2	Year 2 Se	mastar 1
	Australian Federal Constitutional Law		
LWB235 LWB237		BSB110 BSB122	Accounting Ouantitative Analysis and Finance
	Real Property B		Quantitative Analysis and Finance Contracts A
LWB241	Trusts	LWB136	CONTROLS A

LWB138	Fundamentals of Torts		
V 00		Year 1 Se	mester 1
Year 2 Ser		BSB113	Economics
EFB102	Economics 2	BSB115	Management
BSB119	Global Business	LWB141	Legal Institutions and Method
LWB137	Contracts B	LWB142	Law, Society and Justice
LWB139	Select Issues in Torts	Year 1 Se	mester 2
Year 3 Ser	mester 1	BSB114	Government, Business and Society
EFB210	Finance 1	BSB126	Marketing
EFB201	Financial Markets	LWB143	Legal Research and Writing
LWB231	Introduction to Public Law	LWB143	Laws and Global Perspectives
LWB236	Real Property A	CVVD144	Laws and Global Ferspectives
LWB240	Principles of Equity	Year 2 Se	mester 1
Year 3 Ser	mantar 2	BSB110	Accounting
		EFB102	Economics 2
EFB307	Finance 2	LWB136	Contracts A
EFB101	Data Analysis for Business	LWB138	Fundamentals of Torts
LWB235	Australian Federal Constitutional Law	Year 2 Se	mester 2
LWB237	Real Property B	BSB119	Global Business
LWB241	Trusts	EFB210	Finance 1
Year 4 Ser	mester 1	LWB137	Contracts B
EFB200	Applied Regression Analysis	LWB137	Select Issues in Torts
EFB318	Portfolio and Security Analysis	LVVD139	Select issues in Torts
LWB238	Fundamentals of Criminal Law	Year 3 Se	mester 1
LWB332	Commercial and Personal Property Law	EFB211	Firms, Markets and Resources
LWB333	Theories of Law	EFB202	Business Cycles and Economic Growth
\/ 10		LWB231	Introduction to Public Law
Year 4 Ser		LWB236	Real Property A
EFB312	International Finance	LWB240	Principles of Equity
114/2000	Any finance unit	Year 3 Se	moster 2
LWB239	Criminal Responsibility	EFB101	Data Analysis for Business
LWB331	Administrative Law	EFB328	Public Economics and Finance
LWB334	Corporate Law	LWB235	Australian Federal Constitutional Law
Year 5 Ser	mester 1	LWB233	
LWB431	Civil Procedure		Real Property B
LWB434	Advanced Research and Legal Reasoning	LWB241	Trusts
	Law Elective	Year 4 Se	mester 1
	Law Elective	BSB122	Quantitative Analysis and Finance
\/ 50		EFB200	Applied Regression Analysis
Year 5 Ser		LWB238	Fundamentals of Criminal Law
LWB432	Evidence	LWB332	Commercial and Personal Property Law
LWB433	Professional Responsibility	LWB333	Theories of Law
	Law Elective	V 1 C-	
	Law Elective	Year 4 Se	
Important I	Note:	EFB329	Contemporary Applications of Economics Theory
	Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to	EFB314	International Trade and Economic Competitiveness
	check for course structure changes.	LWB239	Criminal Responsibility
Economic	s		

LWB331 Administrative Law Year 3 Semester 2 LWB334 Corporate Law MGB200 **Leading Organisations HRM Option Unit** Year 5 Semester 1 LWB235 Australian Federal Constitutional Law LWB431 Civil Procedure LWB237 Real Property B LWB434 Advanced Research and Legal Reasoning LWB241 Trusts Law Elective Law Elective Year 4 Semester 1 MGB221 Performance and Reward Year 5 Semester 2 MGB331 Learning and Development in Organisations LWB432 Evidence LWB238 Fundamentals of Criminal Law LWB433 Professional Responsibility LWB332 Commercial and Personal Property Law Law Elective LWB333 Theories of Law Law Elective Year 4 Semester 2 Information Note: MGB320 Recruitment and Selection Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to **HRM Option Unit** check for course structure changes. LWB239 Criminal Responsibility **Human Resource Management** LWB331 Administrative Law LWB334 Corporate Law Year 1 Semester 1 Year 5 Semester 1 **BSB113 Economics** LWB431 Civil Procedure **BSB115** Management LWB434 Advanced Research and Legal Reasoning LWB141 Legal Institutions and Method Law Elective LWB142 Law, Society and Justice Law Elective Year 1 Semester 2 Year 5 Semester 2 **BSB114** Government, Business and Society LWB432 Evidence BSB126 Marketing LWB433 Professional Responsibility LWB143 Legal Research and Writing Law Elective LWB144 Laws and Global Perspectives Law Elective Year 2 Semester 1 **HRM Option Unit List** BSB110 Accounting MGB201 Contemporary Employment Relations BSB122 Quantitative Analysis and Finance MGB210 **Managing Operations** LWB136 Contracts A MGB212 Sustainability in a Changing Environment LWB138 **Fundamentals of Torts** MGB309 Strategic Management Year 2 Semester 2 MGB314 Organisational Consulting and Change MGB207 Human Resource Issues and Strategy **MGB315** Personal and Professional Development **BSB119 Global Business** MGB335 **Project Management** LWB137 Contracts B HRM students must choose three units from LWB139 Select Issues in Torts the above list Year 3 Semester 1 Information Note: MGB220 **Business Research Methods** Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to **HRM Option Unit** check for course structure changes. LWB231 Introduction to Public Law International Business LWB236 Real Property A Principles of Equity LWB240 Year 1 Semester 1

	FACULTY	OF BU	SINESS
BSB119	Global Business	IBB303	International Logistics
BSB126	Marketing	LWB23	9 Criminal Responsibility
LWB141	Legal Institutions and Method	LWB33	1 Administrative Law
LWB142	Law, Society and Justice	LWB33	4 Corporate Law
Year 1 Se	mester 2	Year 5	Semester 2
BSB110	Accounting	LWB43	2 Evidence
BSB115	Management	LWB43	3 Professional Responsibility
LWB143	Legal Research and Writing		Law Elective
LWB144	Laws and Global Perspectives		Law Elective
Year 2 Se	mester 1	Year 5	Semester 1
BSB114	Government, Business and Society	LWB43	1 Civil Procedure
IBB210	Export Management	LWB43	4 Advanced Research and Legal Reasoning
LWB136	Contracts A		Law Elective
LWB138	Fundamentals of Torts		Law Elective
Year 2 Se	mester 2	Importa	nt Note:
BSB122	Quantitative Analysis and Finance		NOTE: Please refer to "Course Updates - List
BSB113	Economics		of re-coded and replacement Business units"
LWB137	Contracts B		to check for course structure changes.
LWB139	Select Issues in Torts		NOTE: IBB304 unit has been discontinued. If unit has not been completed, choose alternative unit from IB extended major list.
Year 3 Se	mester 1		NOTE: For IBB217 and IBB208 units please
IBB205	Intercultural Communication and Negotiation Skills		contact the School of AMPR regarding alternative unit.
100047			
IBB217	Asian Business Development	Manag	ement
	or		Semester 1
IBB208	or European Business Development		Semester 1
IBB208 LWB231	or European Business Development Introduction to Public Law	Year 1	Semester 1 3 Economics
IBB208 LWB231 LWB236	or European Business Development Introduction to Public Law Real Property A	Year 1 BSB11	Semester 1 3 Economics 5 Management
IBB208 LWB231	or European Business Development Introduction to Public Law	Year 1 BSB11 BSB11	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method
IBB208 LWB231 LWB236	or European Business Development Introduction to Public Law Real Property A Principles of Equity	Year 1 BSB11 BSB11 LWB14	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice
IBB208 LWB231 LWB236 LWB240	or European Business Development Introduction to Public Law Real Property A Principles of Equity	Year 1 BSB11 BSB11 LWB14 LWB14	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2
IBB208 LWB231 LWB236 LWB240 Year 3 Se	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2	Year 1 BSB11 BSB11 LWB14 LWB14 Year 1 BSB11	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing 7 Laws and Global Perspectives Semester 1
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235 LWB237 LWB241	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law Real Property B Trusts	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14 LWB14	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing 7 Laws and Global Perspectives Semester 1 7 Accounting
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235 LWB237 LWB241 Year 4 Se	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law Real Property B Trusts mester 1	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14 LWB14 Year 2 BSB11	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing 7 Laws and Global Perspectives Semester 1 7 Accounting 7 Quantitative Analysis and Finance
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235 LWB237 LWB241 Year 4 Se IBB300	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law Real Property B Trusts mester 1 International Business Strategy	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14 LWB14 Year 2 BSB11 BSB12	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing 7 Laws and Global Perspectives Semester 1 7 Accounting 7 Quantitative Analysis and Finance 7 Contracts A
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235 LWB237 LWB241 Year 4 Se IBB300 IBB304	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law Real Property B Trusts mester 1 International Business Strategy Global Industry Analysis	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14 Year 2 BSB11 BSB12 LWB13 LWB13	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 3 Legal Research and Writing 4 Laws and Global Perspectives Semester 1 0 Accounting 2 Quantitative Analysis and Finance 6 Contracts A 8 Fundamentals of Torts
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235 LWB237 LWB241 Year 4 Se IBB300 IBB304 LWB238	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law Real Property B Trusts mester 1 International Business Strategy Global Industry Analysis Fundamentals of Criminal Law	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14 LWB14 LWB14 Year 2 BSB11 BSB12 LWB13 LWB13	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing 7 Laws and Global Perspectives Semester 1 7 Accounting 7 Quantitative Analysis and Finance 7 Contracts A 8 Fundamentals of Torts Semester 2
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235 LWB237 LWB241 Year 4 Se IBB300 IBB304 LWB238 LWB238 LWB332	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law Real Property B Trusts mester 1 International Business Strategy Global Industry Analysis Fundamentals of Criminal Law Commercial and Personal Property Law	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14 LWB14 Year 2 BSB11 BSB12 LWB13 LWB13 LWB13	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 3 Legal Research and Writing 4 Laws and Global Perspectives Semester 1 0 Accounting 2 Quantitative Analysis and Finance 6 Contracts A 8 Fundamentals of Torts Semester 2 10 Leading Organisations
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235 LWB237 LWB241 Year 4 Se IBB300 IBB304 LWB238	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law Real Property B Trusts mester 1 International Business Strategy Global Industry Analysis Fundamentals of Criminal Law	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14 LWB14 Year 2 BSB11 BSB12 LWB13 LWB13 Year 2 MGB20 BSB11	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 7 Legal Research and Writing 7 Laws and Global Perspectives Semester 1 7 Accounting 7 Quantitative Analysis and Finance 7 Gorracts A 8 Fundamentals of Torts Semester 2 9 Leading Organisations 9 Global Business
IBB208 LWB231 LWB236 LWB240 Year 3 Se IBB202 IBB317 IBB308 LWB235 LWB237 LWB241 Year 4 Se IBB300 IBB304 LWB238 LWB238	or European Business Development Introduction to Public Law Real Property A Principles of Equity mester 2 Fundamentals of International Finance Contemporary Business in Asia or Contemporary Business in Europe Australian Federal Constitutional Law Real Property B Trusts mester 1 International Business Strategy Global Industry Analysis Fundamentals of Criminal Law Commercial and Personal Property Law Theories of Law	Year 1 BSB11 LWB14 LWB14 Year 1 BSB11 BSB12 LWB14 LWB14 Year 2 BSB11 BSB12 LWB13 LWB13 LWB13	Semester 1 3 Economics 5 Management 1 Legal Institutions and Method 2 Law, Society and Justice Semester 2 4 Government, Business and Society 6 Marketing 3 Legal Research and Writing 4 Laws and Global Perspectives Semester 1 0 Accounting 2 Quantitative Analysis and Finance 6 Contracts A 8 Fundamentals of Torts Semester 2 10 Leading Organisations 10 Global Business 10 Contracts B

	FACULIT	OF BUS	INESS
Year 3 Se	mester 1		Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to
MGB210	Managing Operations		check for course structure changes.
MGB223	Entrepreneurship and Innovation	Marketing	
LWB231	Introduction to Public Law	Marketing	
LWB236	Real Property A	Year 1 Ser	mester 1
LWB240	Principles of Equity	BSB119	Global Business
Year 3 Se	mester 2	BSB126	Marketing
MGB212	Sustainability in a Changing Environment	LWB141	Legal Institutions and Method
WODZ IZ	Management Option Unit	LWB142	Law, Society and Justice
LWB235	Australian Federal Constitutional Law	Year 1 Ser	mester 2
LWB237	Real Property B	BSB110	Accounting
LWB241	Trusts	BSB115	Management
Year 4 Se	mostor 1	LWB143	Legal Research and Writing
MGB309	Strategic Management	LWB144	Laws and Global Perspectives
	Management Option Unit	Year 2 Ser	mester 1
LWB238	Fundamentals of Criminal Law	BSB114	Government, Business and Society
LWB332	Commercial and Personal Property Law	AMB200	Consumer Behaviour
LWB333	Theories of Law	LWB136	Contracts A
V 40		LWB138	Fundamentals of Torts
Year 4 Se			
MGB335	Project Management	Year 2 Ser	
LWB239	Management Option Unit Criminal Responsibility	BSB122	Quantitative Analysis and Finance
LWB331	Administrative Law	BSB113	Economics
LWB331	Corporate Law	LWB137	Contracts B
LWD334	Corporate Law	LWB139	Select Issues in Torts
Year 5 Semester 2		Year 3 Ser	mester 1
LWB432	Evidence	AMB202	Integrated Marketing Communication
LWB433	Professional Responsibility	AMB240	Marketing Planning and Management
	Law Elective	LWB231	Introduction to Public Law
	Law Elective	LWB236	Real Property A
Year 5 Se	mester 1	LWB240	Principles of Equity
LWB431	Civil Procedure	Year 3 Ser	mester 2
LWB434	Advanced Research and Legal Reasoning	AMB201	Marketing and Audience Research
	Law Elective	AMB241	E-Marketing Strategies
	Law Elective	LWB235	Australian Federal Constitutional Law
N4	10.6 11.71.	LWB237	Real Property B
	ent Option Unit List	LWB241	Trusts
MGB201	Contemporary Employment Relations		
MGB218	Managing Business Growth	Year 4 Ser	
MGB314	Organisational Consulting and Change	AMB340	Services Marketing
MGB315	Personal and Professional Development		Any Marketing Unit
IBB205	Intercultural Communication and Negotiation Skills	LWB238	Fundamentals of Criminal Law
	Management Students must choose two from	LWB332	Commercial and Personal Property Law
	the above list (one must be a Level 3 unit)	LWB333	Theories of Law
Important	Note:	Year 4 Ser	mester 2

	FACULTY C	F BUS	INESS
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 3 Se	
	·	AMB261	Media Relations and Publicity
Year 5 Se	mester 1	AMB262	Public Relations Writing
LWB431	Civil Procedure	LWB235	Australian Federal Constitutional Law
LWB434	Advanced Research and Legal Reasoning	LWB237	Real Property B
	Law Elective	LWB241	Trusts
	Law Elective	Year 4 Se	mester 1
ear 5 Se	mester 2	AMB360	Corporate Communication Management
LWB432	Evidence	AMB370	Public Relations Cases
LWB433	Professional Responsibility	LWB238	Fundamentals of Criminal Law
	Law Elective	LWB332	Commercial and Personal Property Law
	Law Elective	LWB333	Theories of Law
mportant		Year 4 Se	
	Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to	AMB361	Public Relations Campaigns
check for course structure changes.		AMB371	Corporate Communication Strategies
Public Relations		LWB239	Criminal Responsibility
		LWB331	Administrative Law
Year 1 Se	mester 1	LWB334	Corporate Law
BSB119	Global Business	Year 5 Se	mester 1
BSB126	Marketing	LWB431	Civil Procedure
LWB141	Legal Institutions and Method	LWB434	Advanced Research and Legal Reasoning
_WB142	Law, Society and Justice		Law Elective
/1 C-	to2		Law Elective
Year 1 Se BSB110	Accounting		
BSB115	· ·	Year 5 Se	
-SB113 -WB143	Management	LWB432	Evidence
	Legal Research and Writing	LWB433	Professional Responsibility
LWB144	Laws and Global Perspectives		Law Elective
Year 2 Se	mester 1		Law Elective
BSB114	Government, Business and Society	Important	Note:
AMB201	Marketing and Audience Research	portant	Note: Please refer to "Course Updates - Lis"
_WB136	Contracts A		re-coded and replacement Business units" t
_WB138	Fundamentals of Torts		check for course structure changes.
Year 2 Se	mostor 2	-	pdates - List of re-coded and replacement
rear z Se BSB122		Business	units
	Quantitative Analysis and Finance	Faculty Co	ore units
BSB113	Economics Contracts B	BSB114	is replaced by BSB124 Working in Business
LWB137	Contracts B	DOD114	now retitled DSD124 Working in Business

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LWB139

Year 3 Semester 1

Select Issues in Torts

BSB115

BSB119

BSB122

now retitled BSB115 Management

now retitled BSB119 Global Business

is replaced by BSB123 Data Analysis

	FACULTY	JE BOS	SINESS
Accountan	ncy Core units		Strategy
AYB121	is now AYB200 Financial Accounting AYB121	IBB308	is replaced by MGB340 International Business
AYB220	is now AYB340 Company Accounting AYB220		in the Asia-Pacific
AYB301	now retitled AYB301 Audit and Assurance	Managei	ment Core units
Advertising	g Core units	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
AMB221	is now AMB318 Advertising Copywriting	Marketin	g Core units
AMB222	is now AMB319 Media Planning	AMB241	•
AMB321	is now AMB339 Advertising Campaigns	AMB341	0 0
Banking and Finance Core units		Public R	elations Core units
EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	AMB260	
EFB102	now retitled EFB223 Economics 2	AMB360	
	s Core units	AMB361	
EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	AMBOOT	Campaigns
EFB102	now retitled EFB223 Economics 2	Business	s Law and Tax Extended Major (BLX)
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AYB223	replaced by AYB230 Corporations Law
EED044		AYB325	is now AYB219 Taxation Law
EFB211	is replaced by EFB331 Intermediate Microeconomics	AYB305	is replaced by AYB205 Law of Business Entities
EFB314	is replaced by EFB336 International Economics	AYB312	is now AYB232 Financial Institutions
EFB329	is now EFB338 Contemporary Application of Economic	Profession	onal Accounting Extended Major (PAX)
		AYB223	is replaced by AYB230 Corporations Law
Electronic	Business Core units	AYB325	is now AYB219 Taxation Law
BSB212	is replaced by AYB114 Business Technologies	A al a ti a :	na Fitandad Maiar (ADV)
BSB213	is replaced by AYB115 Governance Issus and Fraud	Advertisi AMB230	ng Extended Major (ADX) now retitled AMB230 Digital Promotions
BSB314	is replaced by Forensic and Business Intelligence	AMB330	now retitled AMB330 Advertising Planning Portfolio
ITB233	is now INB312 Enterprise Systems Application	Dankina	Estandad Maior (DEV)
ITB823	is now INB830 Web Sites for E-Commerce	•	Extended Major (BFX)
ITB239	is now INB342 Enterprise Data Mining	AYB312 EFB200	is now AYB232 Financial Institutions Law
Human Re	esource Management Core units	EFB200	is replaced by EFB333 Introductory Econometrics
MGB220	now retitled MGB220 Business Research Methods	EFB318	is replaced by EFB335 Investments
MGB221	is now MGB339 Performance and Reward		I Economics Extended Major (FEX) (for Banking & Students)
Internation	nal Business Core units	EFB200	is replaced by EFB333 Introductory
IBB202	is replaced by EFB240 Finance for International Business	EFB202	Econometrics is replaced by EFB330 Intermediate
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB211	Macroeconomics is replaced by EFB331 Intermediate Microeconomics
IBB210	is now replaced by AMB210 Importing and Exporting	EFB325	is replaced by EFB336 International Economics
IBB213	is now AMB336 International Marketing	EFB318	is replaced by EFB335 Investments
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB324	isreplaced by EFB337 Game Theory and Applications
IBB300	is now AMB369 International Business	Financia	I Economics Extended Major (FEX) (for Economics

	FACULIT O	r bus	INESS
Students)		Business	Law and Tax Specialisation (BLS)
EFB200	s replaced by EFB333 Introductory	AYB223	is replaced by AYB230 Corporations Law
EED004	Econometrics	AYB325	is now AYB219 Taxation Law
EFB324	is replaced by EFB201 Financial Markets	AYB305	is now AYB205 Company Law & Practice
EFB325	is replaced by EFB337 Game Theory and Applications	AYB312	is now AYB232 Financial Institutions Law
Funds Mai	nagement Extended Major (FDX)	BSB213	is now AYB115 Governance Issues in E- Business
EFB318	is replaced by EFB335 Investments		D : 0 : 1: (: (EHO)
AYB312	is now AYB232 Financial Institutions Law		Business Specialisation (EUS)
EFB200	is eplaced by EFB333 Introductory	BSB212	is replaced by AYB114 Business Technologies
	Econometrics	BSB213	is replaced by AYB115 Governance Issues and Fraud
	esource Management Extended Major (HRX)	BSB314	is replaced by AYB341 Forensic and Business Intelligence
MGB315	is now MGB370 Peronsal and Professional Development	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
MGB310	Sustainability in a Changing Environment was	ITB239	is now INB342 Enterprise Data Mining
	formerly known as MGB212 and MGB334		, ,
Internation	nal Business Extended Major (IBX)	Financial	Economics Specialisation (FES)
IBB205	is now MGB225 Intercultural Communication	EFB102	is replaced by EFB223 Economics 2
	and Negotiation Skills	EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB303	is now AMB303 International Logistics	EFB211	is replaced by EFB331 Intermediate
AMB230	now retitled AMB230 Digital Promotions	EEDOOO	Microeconomics
IBB312	is replaced by AMb300 Independent Project 1	EFB329	is now 338 Contemporary Applications of Economics
	ent Extended Major (MNX)	EFB314	is replaced by EB336 International Economics
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB324	is replaced by EFB201 Financial Markets
MGB218	is now MGB324 Managing Business Growth	EFB325	is replaced by EFB337 Game Theory and Applications
MGB315	is now MGB370 Personal & Professional		
	Development		Marketing Communication Specialisation (IMS)
IBB210	is replaced by AMB210 Importand and Exporting	AMB260	is replaced by AMB263 Introduction to Public Relations
IBB303	is now AMB303 International Logistics	AMB230	now retitled AMB230 Digital Promotions
Marketing	Extended Major (MKX)	AMB354	is now AMB208 Events Marketing
AMB251	now retitled AMB251 Innovation and Brand	Internation	nal Logistics Specialisation (ILG)
7 ((1) 220 1	Management	IBB303	is now AMB303 International Logistics
AMB260	is replaced by AMB263 Introduction to Public Relations	BSB314	is replaced by AYB341 Forensic and Business Intelligence
AMB351	is now AMB209 Tourism Marketing	IBB210	is replaced by AMB210 Importing and
AMB352	is replaced by AMB252 Business Decision Making	EFB213	Exporting is replaced by AMB252 Business Decision
AMB354	is now AMB208 Events Marketing	EFBZ 13	Making (offered Sem 2); OR MGB335 Project
IBB213	is now AMB336 International Marketing		Management (offered Sem 1 & 2)
IBB303	is now AMB303 International Logistics	Sales Spe	ecialisation (SALES)
Dublia Dal	etions Futurded Maior (DDV)	AMB230	now retitled AMB230 Digital Promotion
	ations Extended Major (PRX)	AMB250	is replaced by MGB225 Intercultural
AMB370	is replaced by AMB374 Global Public Relations Cases		Communication and Negotiation Skills
AMB371	is replaced by AMB375 Public Relations Management	Internation	nal Exchange Specilisation (IEX)
	a.agomon	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills

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

Casemix Management

Year 2, Semester 2

PUB380

BSB114 Government, Business and Society

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

Year 1, Se	emester 2 Management		Students should refer to the BS56 Course Notes entry for information on double
EFB102	Economics 2		major/extended major/specialisation units
PUB251	Contemporary Public Health		NOTE: Please refer to "Course Updates - List of re-coded and replacement Business units"
PYB012	Psychology		to check for course structure changes.
PIDUIZ	rsychology	Course st	ructure - Economics / Health Services
Year 2, Se	emester 1	Managem	ent
BSB114	Government, Business and Society	V2011 C	omenta d
EFB101	Data Analysis for Business	Year 1, Se	
PUB326	Epidemiology	BSB113	Economics
PUB380	Casemix Management	BSB122	Quantitative Analysis and Finance
Year 2, Se	amastar 2	PUB104	Australian Health Care Systems
BSB110	Accounting	PUB107	Sustainable Environments for Health
BSB116	Marketing	Year 1, Se	emester 2
MGB207	Human Resource Issues and Strategy	BSB115	Management
PUB209	Health, Culture and Society	EFB102	Economics 2
F 0D209		PUB251	Contemporary Public Health
	Business Double Major/Extended Major/Specialisation Unit	PYB012	Psychology
Year 3, Se	emester 1	Year 2, Se	emester 1
BSB111	Business Law and Ethics	BSB114	Government, Business and Society
EFB210	Finance 1	EFB101	Data Analysis for Business
	Business Double Major/Extended Major/Specialisation Unit	PUB326	Epidemiology
	Business Double Major/Extended	PUB380	Casemix Management
	Major/Specialisation Unit	Year 2, Se	emester 2
	Public Health Elective	BSB110	Accounting
Year 3, Se	emester 2	BSB126	Marketing
BSB119	Global Business	MGB207	Human Resource Issues and Strategy
PUB486	Ethics and the Law in Health Service Delivery	PUB209	Health, Culture and Society
PUB480	Health Administration Finance		Business Double Major/Extended Major/Specialisation Unit
	Business Double Major/Extended Major/Specialisation Unit	Year 3, Se	emester 1
V 1 0-		BSB111	Business Law and Ethics
Year 4, Se		EFB210	Finance 1
EFB201	Financial Markets	EFB202	Business Cycles and Economic Growth
EFB307	Finance 2	LI D202	Public Health Elective
PUB545	Health Policy, Planning and Advocacy		Business Double Major/Extended
PUB514	Contract/Project Management Business Double Major/Extended		Major/Specialisation unit
	Major/Specialisation Unit	Year 3, Se	emester 2
Year 4, Se	emester 2	EFB314	International Trade and Economic Competitiveness
EFB312	International Finance	EFB329	Contemporary Applications of Economics
PUB633	Health Informatics	DLID 400	Theory
PUB609	Health Resource Allocation	PUB486	Ethics and the Law in Health Service Delivery
PUB875	Professional Practice	PUB480	Health Administration Finance
	Business Double Major/Extended Major/Specialisation Unit		Business Double Major/Extended Major/Specialisation Unit
Business	Units	Year 4, Se	emester 1

BSB119 Global Business

PUB545 Health Policy, Planning and Advocacy

PUB514 Contract/Project Management

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: 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

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

BSB113 Economics
BSB115 Management

Business Double Major/Extended

Major/Specialisation Unit

Public Health Elective

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

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	O F	BUS	INESS
Faculty Co	ore units		IBB210	is now replaced by AMB210 Importing and
BSB114	is replaced by BSB124 Working in Business		IDD040	Exporting
BSB115	now retitled BSB115 Management		IBB213	is now AMB336 International Marketing
BSB119 BSB122	now retitled BSB119 Global Business		IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
DSD1ZZ	is replaced by BSB123 Data Analysis		IBB300	is now AMB369 International Business
Accountar	ncy Core units			Strategy
AYB121	is now AYB200 Financial Accounting AYB121		IBB308	is replaced by MGB340 International Business in the Asia-Pacific
AYB220	is now AYB340 Company Accounting AYB220			in the Asia-i acinc
AYB301	now retitled AYB301 Audit and Assurance			ent Core units
Advertising	g Core units		MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
AMB221	is now AMB318 Advertising Copywriting			·
AMB222	is now AMB319 Media Planning			Core units
AMB321	is now AMB339 Advertising Campaigns		AMB241	is now AMB335 E-Marketing Strategies
Panking a	nd Finance Core units		AMB341	is now AMB359 Strategic Marketing
EFB101	is replaced by EFB222 Quantitative Methods		Public Rel	ations Core units
EFB101	for Economics and Finance now retitled EFB223 Economics 2		AMB260	is replaced by AMB263 Introduction to Public Relations
	s 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		Pusinoss	Law and Tax Extended Major (BLX)
EFB202	is replaced by EFB330 Intermediate		AYB223	replaced by AYB230 Corporations Law
	Macroeconomics			is now AYB219 Taxation Law
EFB211	is replaced by EFB331 Intermediate Microeconomics		AYB325 AYB305	is replaced by AYB205 Law of Business
EFB314	is replaced by EFB336 International Economics		AYB312	Entities is now AYB232 Financial Institutions
EFB329	is now EFB338 Contemporary Application of		Profession	nal Accounting Extended Major (PAX)
	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		A10020	15 HOW ATD213 Taxation Law
BSB213	is replaced by AYB115 Governance Issus and		Advertisin	g Extended Major (ADX)
	Fraud		AMB230	now retitled AMB230 Digital Promotions
BSB314	is replaced by Forensic and Business Intelligence		AMB330	now retitled AMB330 Advertising Planning Portfolio
ITB233	is now INB312 Enterprise Systems Application		Ponking F	Sytanded Major (PEV)
ITB823	is now INB830 Web Sites for E-Commerce		AYB312	ixtended Major (BFX)
ITB239	is now INB342 Enterprise Data Mining		EFB200	is now AYB232 Financial Institutions Law is replaced by EFB333 Introductory
Human Re	esource Management Core units			Econometrics
MGB220	now retitled MGB220 Business Research Methods		EFB318	is replaced by EFB335 Investments
MGB221	is now MGB339 Performance and Reward		Financial I Finance S	Economics Extended Major (FEX) (for Banking & tudents)
Internation	nal Business Core units		EFB200	is replaced by EFB333 Introductory
IBB202	is replaced by EFB240 Finance for International Business		EFB202	Econometrics is replaced by EFB330 Intermediate
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)		EFB211	Macroeconomics is replaced by EFB331 Intermediate Microeconomics
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	FACULIY O	F BUS	INESS	
EFB325	is replaced by EFB336 International Economics	Public Rel	lations Extended Major (PRX)	
EFB318	is replaced by EFB335 Investments	AMB370	is replaced by AMB374 Global Public Relations Cases	
EFB324	isreplaced by EFB337 Game Theory and Applications	AMB371	is replaced by AMB375 Public Relations Management	
	Economics Extended Major (FEX) (for Economics	Business	Law and Tax Specialisation (BLS)	
Students)		AYB223	is replaced by AYB230 Corporations Law	
EFB200	s replaced by EFB333 Introductory Econometrics	AYB325	is now AYB219 Taxation Law	
EFB324	is replaced by EFB201 Financial Markets	AYB305	is now AYB205 Company Law & Practice	
EFB325	is replaced by EFB337 Game Theory and	AYB312	is now AYB232 Financial Institutions Law	
	Applications	BSB213	is now AYB115 Governance Issues in E- Business	
	nagement Extended Major (FDX)	Electronic	Business Specialisation (EUS)	
EFB318	is replaced by EFB335 Investments	BSB212	1 ()	
AYB312	is now AYB232 Financial Institutions Law	BSB212	is replaced by AYB114 Business Technologies is replaced by AYB115 Governance Issues and	
EFB200	is eplaced by EFB333 Introductory Econometrics		Fraud	
Human Re	esource Management Extended Major (HRX)	BSB314	is replaced by AYB341 Forensic and Business Intelligence	
MGB315	is now MGB370 Peronsal and Professional Development	ITB233	is now INB312 Enterprise Systems Applications	
IBB205	is now MGB225 Intercultural Communication	ITB823	is now INB830 Web Sites for E-Commerce	
MGB310	and Negotiation Skills Sustainability in a Changing Environment was	ITB239	is now INB342 Enterprise Data Mining	
formerly known as MGB212 and MGB334		Financial Economics Specialisation (FES)		
Internation	nal Business Extended Major (IBX)	EFB102	is replaced by EFB223 Economics 2	
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB202	is replaced by EFB330 Intermediate Macroeconomics	
IBB303	is now AMB303 International Logistics	EFB211	is replaced by EFB331 Intermediate Microeconomics	
AMB230	now retitled AMB230 Digital Promotions	EFB329		
IBB312	is replaced by AMb300 Independent Project 1		is now 338 Contemporary Applications of Economics	
Management Extended Major (MNX)		EFB314	is replaced by EB336 International Economics	
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB324 EFB325	is replaced by EFB201 Financial Markets is replaced by EFB337 Game Theory and	
MGB218	is now MGB324 Managing Business Growth		Applications	
MGB315	is now MGB370 Personal & Professional	Integrated	Marketing Communication Specialisation (IMS)	
IBB210	Development is replaced by AMB210 Importand and	AMB260	is replaced by AMB263 Introduction to Public Relations	
155210	Exporting	AMB230	now retitled AMB230 Digital Promotions	
IBB303	is now AMB303 International Logistics	AMB354	is now AMB208 Events Marketing	
Marketing	Extended Major (MKX)	Internation	nal Logistics Specialisation (ILG)	
AMB251	now retitled AMB251 Innovation and Brand Management	IBB303	is now AMB303 International Logistics	
AMB260	is replaced by AMB263 Introduction to Public Relations	BSB314	is replaced by AYB341 Forensic and Business Intelligence	
AMB351	is now AMB209 Tourism Marketing	IBB210	is replaced by AMB210 Importing and Exporting	
AMB352	is replaced by AMB252 Business Decision Making	EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project	
AMB354	is now AMB208 Events Marketing		Management (offered Sem 1 & 2)	
IBB213	is now AMB336 International Marketing	Calar O	ecialization (CALEC)	
IBB303	is now AMB303 International Logistics		ecialisation (SALES)	
		AMB230	now retitled AMB230 Digital Promotion	

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specilisation (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 Practicing Accountant, Community Health Officer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Home Economist, Information Officer, 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

Management); Ms Gayle Kerr (Advertising); Mr Greg Southey (Human Resource Management); Ms Sherrena Buckby (Electronic Business); 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

Course structure - Advertising / Health Services Management

Year	1, S	emester 1	
BSB1	22	Quantit	

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	Duois	linito	
	Odstaniable Environments for Health	Business Units Students should refer to the BS56 Course		
Year 1, Semester 2			Students should refer to the BS56 Course Notes entry for information on double	
BSB126	Marketing		major/extended major/specialisation units	
MGB220	Business Research Methods		The units AMB201 Market and Audience	
PUB251 Contemporary Public Health			Research and MGB220 Management	
PYB012	Psychology		Research Methods are incompatible units. Students undertaking Marketing or Public	
Year 2, Se	mester 1		Relations as a double major should contact the school for enrolment advice. From Semester 2,	
BSB113	Economics		2003 students who complete both MGB220	
BSB119	Global Business		and AMB201 will be required to undertake an approved substitute unit to satisfy course	
PUB326	Epidemiology		requirements.	
PUB380	Casemix Management		*As the unit MGB207 Human Resource Issues & Strategy forms part of the Health Science	
Year 2, Se	mastar 2		component of the degree students are required	
BSB110	Accounting		to undertake a Business elective unit towards the Business component of this degree.	
MGB207	Human Resource Issues and Strategy		NOTE: Please refer to "Course Updates - List	
MGB207	Organisational Behaviour		of re-coded and replacement Business units" to check for course structure changes.	
PUB209	Health, Culture and Society		· ·	
	<u> </u>		ructure - International Business (without a) / Health Services Management	
Year 3, Se		Languago	, , ricalar corvioco managoment	
BSB114	Government, Business and Society	Year 1, Se	emester 1	
MGB222	Managing Organisations	BSB114	Government, Business and Society	
	Business Double Major/Extended Major/Specialisation Unit	BSB119	Global Business	
	Business Elective Unit*	PUB104	Australian Health Care Systems	
	Public Health Elective	PUB107	Sustainable Environments for Health	
Year 3, Semester 2		Year 1, Semester 2		
LWS001	Medicine And The Law	BSB113	Economics	
PUB480	Health Administration Finance	BSB115	Management	
	Business Double Major/Extended	PUB251	Contemporary Public Health	
	Major/Specialisation Unit	PYB012	Psychology	
	Business Double Major/Extended Major/Specialisation Unit	Year 2, Se	emester 1	
	Business Double Major/Extended	BSB126	Marketing	
	Major/Specialisation Unit	IBB210	Export Management	
Year 4, Se	mester 1	PUB326	Epidemiology	
BSB111	Business Law and Ethics	PUB380	Casemix Management	
MGB314	Organisational Consulting and Change	Year 2, Se	emester 2	
	Business Double Major/Extended	BSB110	Accounting	
	Major/Specialisation Unit	IBB202	Fundamentals of International Finance	
PUB511	Health Policy, Planning and Evaluation	IBB213	International Marketing	
PUB514	Contract/Project Management	MGB207	Human Resource Issues and Strategy	
Year 4, Se	mester 2	PUB209	Health, Culture and Society	
MGB309	Strategic Management	Year 3, Se	omeeter 1	
	Business Double Major/Extended Major/Specialisation Unit	BSB111	Business Law and Ethics	
PUB418	Health Computer Systems	BSB122	Quantitative Analysis and Finance	
PUB609	Health Resource Allocation	_00122	International Business Area Study 1	
PUB875	Professional Practice		Business Double Major/Extended	
			•	

Major/Specialisation Unit Public Health Elective

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 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 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

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

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 1, Semester 2

BSB115 Management

PUB251 Contemporary Public Health

PYB012 Psychology

Language 2

Year 2, Semester 1

BSB113 Economics PUB326 Epidemiology

PUB380 Casemix Management

Language 3

Year 2, Semester 2

BSB126 Marketing

IBB202 Fundamentals of International FinanceMGB207 Human Resource Issues and Strategy

PUB209 Health, Culture and Society

Language 4

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

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)

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

PUB875

IBB300 International Business StrategyPUB418 Health Computer SystemsPUB609 Health Resource Allocation

Professional Practice

Area Study 2

FACULTY 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 **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	Psvchology

Year 2, Semester 1				
	BSB113	Economics		
	MGB211	Organisational Behaviour		
	PUB326	Epidemiology		
	PUB380	Casemix Management		

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BSB110 Accounting		Accounting	
BSB114 Government, But		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
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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

Business Double Major/Extended

Major/Specialisation Unit

PUB511 Health Policy, Planning and Evaluation

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 Publ	icity
AIVIDZU I	ivieuia	Relations	and Fubi	ισιιν

BSB115 Management

	TAGGETT OF	<u> </u>		
PUB326	Epidemiology			
PUB380	Casemix Management	Faculty Co	ore units	
Year 2 Semester 2		BSB114	is replaced by BSB124 Working in Business	
AMB201	Marketing and Audience Research	BSB115	now retitled BSB115 Management	
AMB262	Public Relations Writing	BSB119	now retitled BSB119 Global Business	
MGB207	Human Resource Issues and Strategy	BSB122	is replaced by BSB123 Data Analysis	
PUB209	Health, Culture and Society	Accountar	ncy Core units	
FUBZU9	Double Major/Extender Major/Specialisation	AYB121	is now AYB200 Financial Accounting AYB121	
	Unit	AYB220	is now AYB340 Company Accounting AYB220	
V00		AYB301	now retitled AYB301 Audit and Assurance	
Year 3 Ser				
BSB111	Business Law and Ethics	Advertising	g Core units	
BSB113	Economics Covernment Business and Coviety	AMB221	is now AMB318 Advertising Copywriting	
BSB114	Government, Business and Society	AMB222	is now AMB319 Media Planning	
	Double Major/Extender Major/Specialisation Unit	AMB321	is now AMB339 Advertising Campaigns	
	Public Health Elective		nd Finance Core units	
Year 3 Ser		EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	
LWS001 PUB480	Medicine And The Law Health Administration Finance	EFB102	now retitled EFB223 Economics 2	
	Double Major/Extender Major/Specialisation	Economic	s Core units	
	Unit Double Major/Extender Major/Specialisation	EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	
	Unit	EFB102	now retitled EFB223 Economics 2	
Year 4 Ser	mester 1	EFB202	is replaced by EFB330 Intermediate Macroeconomics	
AMB360	Corporate Communication Management	EFB211	is replaced by EFB331 Intermediate	
BSB110	Accounting		Microeconomics	
PUB511	Health Policy, Planning and Evaluation	EFB314	is replaced by EFB336 International Economics	
PUB514	Contract/Project Management	EFB329	is now EFB338 Contemporary Application of	
	Double Major/Extender Major/Specialisation Unit		Economic	
Year 4 Ser	mester 2		Electronic Business Core units	
AMB361	Public Relations Campaigns	BSB212	is replaced by AYB114 Business Technologies	
PUB633	Health Informatics	BSB213	is replaced by AYB115 Governance Issus and Fraud	
PUB609 PUB875	Health Resource Allocation Professional Practice	BSB314	is replaced by Forensic and Business Intelligence	
. 020.0	Double Major/Extender Major/Specialisation	ITB233	is now INB312 Enterprise Systems Application	
	Unit	ITB823	is now INB830 Web Sites for E-Commerce	
	Note: Please refer to "Course Updates - List of	ITB239	is now INB342 Enterprise Data Mining	
	re-coded and replacement Business units" to check for course structure changes.	Human Resource Management Core units		
null		MGB220	now retitled MGB220 Business Research Methods	
	This source has been disceptinued Currently	MGB221	is now MGB339 Performance and Reward	
	This course has been discontinued. Currently enrolled students should contact the relevant	International Business Core units		
	faculty for course progression and enrolment advice.	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.	

	FACULIT	JF BUS	INESS	
	(Email: ampradmin@qut.edu.au)		Microeconomics	
IBB210	is now replaced by AMB210 Importing and Exporting	EFB325	is replaced by EFB336 International Economics	
IBB213	is now AMB336 International Marketing	EFB318	is replaced by EFB335 Investments	
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB324	isreplaced by EFB337 Game Theory and Applications	
IBB300	is now AMB369 International Business Strategy	Financial E Students)	Economics Extended Major (FEX) (for Economics	
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	EFB200	s 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		nagement 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	
	ations Core units	EFB200	is eplaced by EFB333 Introductory Econometrics	
AMB260	is replaced by AMB263 Introduction to Public	Human Re	esource Management Extended Major (HRX)	
AMB360	Relations is replaced by AMB373 Corporate	MGB315	is now MGB370 Peronsal and Professional Development	
AMB361	Communication is replaced by AMB379 Public Relations	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	
Rusiness I	Campaigns 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	Internation	and Business Extended Major (IDV)	
AYB325	is now AYB219 Taxation Law	IBB205	nal Business Extended Major (IBX) is now MGB225 Intercultural Communication	
AYB305	is replaced by AYB205 Law of Business	IDDZUS	and Negotiation Skills	
	Entities	IBB303	is now AMB303 International Logistics	
AYB312	is now AYB232 Financial Institutions	AMB230	now retitled AMB230 Digital Promotions	
Profession	nal Accounting Extended Major (PAX)	IBB312	is replaced by AMb300 Independent Project 1	
AYB223	is replaced by AYB230 Corporations Law	Managem	Management Extended Major (MNX)	
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	
Advertising	g Extended Major (ADX)	MGB218	is now MGB324 Managing Business Growth	
AMB230 AMB330	now retitled AMB230 Digital Promotions now retitled AMB330 Advertising Planning	MGB315	is now MGB370 Personal & Professional Development	
D 1: E	Portfolio	IBB210	is replaced by AMB210 Importand and Exporting	
	xtended 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	
EFB318	is replaced by EFB335 Investments	AMB260	Management is replaced by AMB263 Introduction to Public	
Financial Economics Extended Major (FEX) (for Banking & FInance Students)		AMB351	Relations is now AMB209 Tourism Marketing	
EFB200	is replaced by EFB333 Introductory	AMB352	is replaced by AMB252 Business Decision	
EFB202	Econometrics		Making	
LFD2U2	is replaced by EFB330 Intermediate Macroeconomics	AMB354	is now AMB208 Events Marketing	
EFB211	is replaced by EFB331 Intermediate	IBB213	is now AMB336 International Marketing	

	FACULTY O						
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 I	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 E	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						
Internation	nal 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 Specilisation (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 fpr 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 Kavoos 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

IT Elective Unit BSB110 Accounting **BSB113 Economics** Students should refer to the BS56 Course **INB104 Building IT Systems** Notes entry for information on double **INB210 Databases** major/extended major/specialisation units Note: Please refer to "Course Updates - List of Year 1, Semester 2 re-coded and replacement Business units" to check for course structure changes. **BSB115** Management **BSB111 Business Law and Ethics** Course Structure - Banking & Finance **INB250** Systems Architecture **INB103** Industry Insights **BSB115** Management **BSB122** Quantitative Analysis and Finance Year 2, Semester 1 **INB104 Building IT Systems** BSB123 **Data Analysis INB210 Databases** AYB200 **Financial Accounting** INB270 Programming Year 1, Semester 2 Intermediate Level IT Elective **BSB110** Accounting BSB113 **Economics** Year 2, Semester 2 **INB250** Systems Architecture BSB124 Working in Business **INB103** Industry Insights Quantitative Methods For Economics and **EFB222** Finance Year 2, Semester 1 IT Elective unit Quantitative Methods For Economics and EFB222 IT Elective unit Finance Choice of Business Faculty Core Unit Year 3, Semester 1 **INB270** Programming **AYB340** Company Accounting Intermediate Level IT Elective **EFB210** Finance 1 Year 2, Semester 2 **INB271** The Web **INB340 Database Design** EFB210 Finance 1 Choice of Business Faculty core unit Year 3, Semester 2 IT Elective Unit AYB221 Computerised Accounting Systems IT Elective Unit AYB230 Corporations Law **INB311** Year 3, Semester 1 **Enterprise Systems** IT Elective Unit **EFB223 Economics 2** Double Major/Extended Major/Specialisation Year 4, Semester 1 unit AYB311 Financial Accounting Issues INB271 The Web AYB225 Management Accounting **INB340 Database Design** IT Elective Unit Year 3, Semester 2 IT Elective Unit **EFB307** Finance 2 Year 4, Semester 2 Business Double Major / Extended Major / Specialisation Unit AYB301 Audit and Assurance **INB311 Enterprise Systems AYB219 Taxation Law** IT Elective Unit INB301 The Business of IT IT Elective Unit Year 4, Semester 1 EFB201 **Financial Markets** Year 5, Semester 1

Strategic Management Accounting

Accountancy Capstone

Capstone Project

AYB321

AYB339

INB302

Business Double Major / Extended Major /

Specialisation unit

IT Elective Unit

IT Elective Unit

Year 4, Semester 2

EFB312 International Finance

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 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 - Economics

Year 1, Semester 1

BSB110 Accounting BSB113 Economics

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

Choice of Business Faculty core unit

IT Elective unit

IT Elective unit

Year 3, Semester 1

EFB330 Intermediate Macroeconomics

EFB331 Intermediate Microeconomics

INB271 The Web

INB340 Database Design

Year 3, Semester 2

EFB338 Contemporary Application of Economic Theory

Business Double Major / Extended Major /

Specialisation Unit

INB311 Enterprise Systems

IT Elective Unit

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

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

check for course structure changes.

Course Structure - Electronic Business

		Year 5, Se	Year 5, Semester 1	
Year 1, Semester 1			Business Double Major / Extended Major /	
BSB113	Economics		Specialisation unit	
BSB119	Global Business		Business Double Major / Extended Major / Specialisation Unit	
INB104	Building IT Systems	INB302	Capstone Project	
INB210	Databases		IT Elective Unit	
Year 1, Se	emester 2	Ducinoss	Faculty Cara unitar	
BSB115	Management	business	Faculty Core units: Students must choose two of the following	
	Choice of Faculty Core Unit		Faculty Core units:	
INB250	Systems Architecture	BSB111	Business Law and Ethics	
INB103	Industry Insights	BSB124	Working in Business	
Year 2, Se	emester 1	BSB119	Global Business	
AYB114	Business Technologies	BSB123	Data Analysis	
BSB111	Business Law and Ethics	Rusinoss	Faculty Core Unit List	
INB270	Programming	Dusiness	Choose one from the following:	
	Intermediate level IT Elective	BSB123	Data Analysis	
		BSB124	Working in Business	
Year 2, Se		BSB126	Marketing	
BSB110	Accounting		•	
AYB115	Governance Issues and Fraud	Important	Note:	
	IT Elective unit selected from IT List		Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to	
	IT Elective unit selected from IT List		check for course structure changes.	
Year 3, Semester 1		Course St	tructure - International Business	
AYB341	Forensic and Business Intelligence			
	Business Double Major / Extended Major /	Year 1, Se	emester 1	
INB271	Specialisation Unit The Web	BSB113	Economics	
INB340		BSB119	Global Business	
IND340	Database Design	INB104	Building IT Systems	
Year 3, Semester 2		INB210	Databases	
	Business Double Major / Extended Major / Specialisation Unit	Year 1, Se	emester 2	
INB313	Electronic Commerce Site Development	BSB115	Management	
INB311	Enterprise Systems	BSB126	Marketing	
	IT Elective Unit	Year 2, Se	emester 1	
		EFB240	Finance for International Business	
Year 4, Se		2. 22.10	Choice of Business Faculty core unit	
	Business Double Major / Extended Major / Specialisation unit	INB270	Programming	
INB312	Enterprise Systems Applications		Intermediate Level IT Unit	
	IT Elective Unit		IT Elective Unit	
	IT Elective Unit		IT Elective Unit	
\ <u> </u>		\ <u> </u>		
Year 4, Semester 2		Year 2, Se		
	Business Double Major / Extended Major / Specialisation unit	BSB110	Accounting	
INB342	Enterprise Data Mining	AMB210	Importing and Exporting	
INB301	The Business of IT	INB250	Systems Architecture	
	IT Elective Unit	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

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

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

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 &

INB104

INB103

INB270

INB210

INB250

INB251

INB271

INB301

INB302

INS011

INS351

INB280

INB281

INB341

INB311

INB340

INB306

INB312

INB342

INB385

INB386

INB313

INB322

INB330

INB320

INB335

INB120

INB122

INB123

INB124

INB220

INB221

INB325

INB371

INB272

INB305

INB365

INB372

INB370

INB373

Agile Software Development

Web Application Development

Software Development

AMB201 will be required to undertake an **INB374 Enterprise Software Architecture** approved subsitute unit to satisfy course **INB350** Internet Protocols and Services requirements. **INB255** Security Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to INB352 Network Planning and Deployment check for course structure changes. **INB351** Computer Network Administration **IT Elective Unit List INB353** Wireless and Mobile Networks **INB382** Real Time Rendering Techniques Information Technology Elective Unit List **INB381** Modelling and Animation Techniques **Building IT Systems INB355** Cryptology and Protocols Industry Insights **INB180 Computer Games Studies** Programming **INB181** Introduction to Games Production **Databases INB204** Special Topic 1 Systems Architecture **INB304** Special Topic 3 Networks **INB205** Special Topic 2 The Web **INB860** Computational Intelligence for Control and The Business of IT Embedded Systems Capstone Project **Mathematics for Computer Graphics MAB281** Co-operative Education 1 null CCNA 3&4 Lan Switching Fundamentals of Game Design This course has been discontinued. Currently Advanced Game Design enrolled students should check the with the relevant Faculty for course progression and Software Development With Oracle enrolment advice. **Enterprise Systems** Course Updates - List of re-coded and replacement **Database Design Business units** Project 1 **Enterprise Systems Applications Faculty Core units Enterprise Data Mining BSB114** is replaced by BSB124 Working in Business Multimedia Systems **BSB115** now retitled BSB115 Management Advanced Multimedia Systems **BSB119** now retitled BSB119 Global Business Electronic Commerce Site Development BSB122 is replaced by BSB123 Data Analysis Information Systems Consulting Accountancy Core units Information Management AYB121 is now AYB200 Financial Accounting AYB121 **Business Process Modelling** is now AYB340 Company Accounting AYB220 AYB220 Information Resources AYB301 now retitled AYB301 Audit and Assurance Corporate Systems **Organisational Databases** Advertising Core units **Project Management Practice** is now AMB318 Advertising Copywriting **AMB221** Information Systems Development AMB222 is now AMB319 Media Planning **Business Analysis AMB321** is now AMB339 Advertising Campaigns **Technology Management** Banking and Finance Core units Corporate Systems Management Project **EFB101** is replaced by EFB222 Quantitative Methods Data Structures and Algorithms for Economics and Finance Interaction Design EFB102 now retitled EFB223 Economics 2 Special Topic 4 **Economics Core units** Systems Programming

EFB101

EFB102

is replaced by EFB222 Quantitative Methods

for Economics and Finance

now retitled EFB223 Economics 2

	<u> </u>		
EFB202	is replaced by EFB330 Intermediate Macroeconomics	AYB223	replaced by AYB230 Corporations Law
EFB211	is replaced by EFB331 Intermediate	AYB325 AYB305	is now AYB219 Taxation Law is replaced by AYB205 Law of Business
EFB314	Microeconomics is replaced by EFB336 International		Entities
LI D314	Economics	AYB312	is now AYB232 Financial Institutions
EFB329	is now EFB338 Contemporary Application of Economic	Profession	nal Accounting Extended Major (PAX)
		AYB223	is replaced by AYB230 Corporations Law
	Business Core units	AYB325	is now AYB219 Taxation Law
BSB212	is replaced by AYB114 Business Technologies	Advertising	g Extended Major (ADX)
BSB213	is replaced by AYB115 Governance Issus and Fraud	AMB230	now retitled AMB230 Digital Promotions
BSB314	is replaced by Forensic and Business Intelligence	AMB330	now retitled AMB330 Advertising Planning Portfolio
ITB233	is now INB312 Enterprise Systems Application	Dankina E	internal and Maiore (DEV)
ITB823	is now INB830 Web Sites for E-Commerce		extended Major (BFX)
ITB239	is now INB342 Enterprise Data Mining	AYB312	is now AYB232 Financial Institutions Law
	· · · · · ·	EFB200	is replaced by EFB333 Introductory Econometrics
Human Re	esource Management Core units	EFB318	is replaced by EFB335 Investments
MGB220	now retitled MGB220 Business Research Methods		
MGB221	is now MGB339 Performance and Reward	Finance S	,
	nal Business Core units	EFB200	is replaced by EFB333 Introductory Econometrics
IBB202	is replaced by EFB240 Finance for International Business	EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB211	is replaced by EFB331 Intermediate Microeconomics
IBB210	is now replaced by AMB210 Importing and Exporting	EFB325	is replaced by EFB336 International Economics
IBB213	is now AMB336 International Marketing	EFB318	is replaced by EFB335 Investments
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB324	isreplaced by EFB337 Game Theory and Applications
IBB300	is now AMB369 International Business Strategy	Financial Economics Extended Major (FEX) (for Econ Students)	
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	EFB200	s replaced by EFB333 Introductory Econometrics
		EFB324	is replaced by EFB201 Financial Markets
Manageme	ent Core units	EFB325	is replaced by EFB337 Game Theory and
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334		Applications
Markatina	Coro unite		nagement Extended Major (FDX)
	Core units	EFB318	is replaced by EFB335 Investments
AMB241	is now AMB335 E-Marketing Strategies	AYB312	is now AYB232 Financial Institutions Law
AMB341	is now AMB359 Strategic Marketing	EFB200	is eplaced by EFB333 Introductory Econometrics
	ations Core units	accurred Management Extended Major (UDY)	
AMB260	is replaced by AMB263 Introduction to Public Relations	MGB315	esource Management Extended Major (HRX) is now MGB370 Peronsal and Professional
AMB360	is replaced by AMB373 Corporate Communication	IBB205	Development is now MGB225 Intercultural Communication
AMB361	is replaced by AMB379 Public Relations Campaigns		and Negotiation Skills
Business I	Law and Tax Extended Major (BLX)	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
Dubilious Law and Tax Extended Major (DEX)			

	FACULIY) F B C	SINESS
Internation	nal Business Extended Major (IBX)	EFB10	is replaced by EFB223 Economics 2
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB20	is replaced by EFB330 Intermediate Macroeconomics
IBB303	is now AMB303 International Logistics	EFB2	1 is replaced by EFB331 Intermediate Microeconomics
AMB230	now retitled AMB230 Digital Promotions	EFB32	
IBB312	is replaced by AMb300 Independent Project 1	EFB32	Economics
Managem	ent Extended Major (MNX)	EFB3	is replaced by EB336 International Economics
IBB205	is now MGB225 Intercultural Communication	EFB32	is replaced by EFB201 Financial Markets
	and Negotiation Skills	EFB32	25 is replaced by EFB337 Game Theory and Applications
MGB218	is now MGB324 Managing Business Growth		Applications
MGB315	is now MGB370 Personal & Professional Development		ated Marketing Communication Specialisation (IMS)
IBB210	is replaced by AMB210 Importand and Exporting	AMB2	Relations
IBB303	is now AMB303 International Logistics	AMB2	o
		AMB3	is now AMB208 Events Marketing
•	Extended Major (MKX)	Interna	ational Logistics Specialisation (ILG)
AMB251	now retitled AMB251 Innovation and Brand Management	IBB30	· · · · · · · · · · · · · · · · · · ·
AMB260	is replaced by AMB263 Introduction to Public Relations	BSB3	14 is replaced by AYB341 Forensic and Business Intelligence
AMB351	is now AMB209 Tourism Marketing	IBB21	
AMB352	is replaced by AMB252 Business Decision Making	EFB2	
AMB354	is now AMB208 Events Marketing		Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)
IBB213	is now AMB336 International Marketing	0.1	0 ' ' ' ' (0.41.50)
IBB303	is now AMB303 International Logistics		Specialisation (SALES)
Public Rel	lations Extended Major (PRX)	AMB2 AMB2	o
AMB370	is replaced by AMB374 Global Public Relations	AIVIDZ	50 is replaced by MGB225 Intercultural Communication and Negotiation Skills
7 201 0	Cases	Intorn	ational Exchange Specilisation (IEX)
AMB371	is replaced by AMB375 Public Relations Management	IBB20	, ,
	Management		and Negotiation Skills
	Law and Tax Specialisation (BLS)	Potent	ial Careers:
AYB223	is replaced by AYB230 Corporations Law		
AYB325	is now AYB219 Taxation Law	Account Executive, Accountant, Actuary, Administr Advertising Professional, Banker, Banking and Fina Professional, Business Analyst, Certified Practic Accountant, Computer Games Developer, Comp Salesperson/Marketer, Corporate Secretary, Datal Manager, Economist, Electronic Commerce Developmental Advisor/Analyst, Financial Project Manager, F	
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)		Manager, Government Officer, Home Economist, Huma	
BSB212	is replaced by AYB114 Business Technologies	d Internet Professional, Investment Manager, Mana Marketing Officer/Manager, Multimedia Desig	
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		
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ITB239

is now INB342 Enterprise Data Mining

Financial Economics Specialisation (FES)

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 experiene 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 fulltime 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 progressis 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@gut.edu.au

Location: Level 7, Z Block (Gardens Point Campus)

Course structure

Full-time Structure

Full-Time students undertaking research but no

coursework uints 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 ResearchIFR301 Doctoral ResearchIFR302 Doctoral ResearchIFR303 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 Doctoral enrolment should enrol in a combination of the following units, totallying 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

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

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

MAB112

AYB121 Financial Accounting
BSB122 Quantitative Analysis and Finance
MAB111 Mathematical Sciences 1B

Mathematical Sciences 1C

Statistical Modelling 1 MAB210 to check for course structure changes. Course structure - Banking and Finance Major (for Year 2, Semester 1 students with SA in Senior Maths B & C) **AYB220** Company Accounting **BSB111 Business Law and Ethics** Year 1, Semester 1 MAB311 Advanced Calculus **BSB110** Accounting Mathematics Elective **BSB113 Economics MAB101** Statistical Data Analysis 1 Year 2, Semester 2 MAB111 Mathematical Sciences 1B AYB221 Computerised Accounting Systems **BSB126** Marketing Year 1, Semester 2 **MAB220** Computational Mathematics 1 **BSB119 Global Business MAB313** Mathematics of Finance **BSB122** Quantitative Analysis and Finance Business Double Major / Extended Major / **EFB102 Economics 2** Specialisation Unit MAB112 Mathematical Sciences 1C Year 3, Semester 1 MAB210 Statistical Modelling 1 AYB225 Management Accounting Year 2, Semester 1 **BSB115** Management **BSB126** Marketing MAB312 Linear Algebra **EFB210** Finance 1 Mathematics Elective (Level 2 or 3) **MAB311 Advanced Calculus** Business Double Major / Extended Major / Mathematics Elective (Level 2) Specialisation Unit Year 2, Semester 2 Year 3, Semester 2 BSB114 **BSB111 Business Law and Ethics** Government, Business and Society **BSB114** Government, Business and Society Mathematics Elective (Level 2 or 3) EFB307 Finance 2 Mathematics Elective (Level 2 or 3) MAB220 Computational Mathematics 1 Business Double Major / Extended Major / Specialisation Unit Mathematics of Finance **MAB313** Year 4, Semester 1 Year 3, Semester 1 **AYB301** Audit and Assurance **BSB115** Management Mathematics Elective (Level 2 or 3) **EFB201 Financial Markets** Mathematics Elective (Level 2 or 3) **MAB312** Linear Algebra Mathematics Elective (Level 2 or 3) Mathematics Elective (Level 2) Business Double Major / Extended Major / Business Double Major/Extended Specialisation Unit Major/Specialisation Year 4, Semester 2 Year 3, Semester 2 Mathematics Elective (Level 2 or 3) **EFB312** International Finance Mathematics Elective (Level 2 or 3) Mathematics Elective (Level 2 or 3) Business Double Major / Extended Major / Business Double Major/Extended Specialisation Unit Major/Specialisation Business Double Major / Extended Major / Business Double Major/Extended Specialisation Unit Major/Specialisation Year 4, Semester 1 NOTE: Students must select BSB119 International & Electronic Business to replace one of the Mathematics Elective (Level 2 or 3) Mathematics Electives. Mathematics Elective (Level 2 or 3) Students should refer to the BS56 Course

Mathematics Elective (Level 2 or 3)

Business Double Major/Extended

Major/Specialisation

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"

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

Mathematics Elective (Level 2)

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 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 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 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

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

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

EFB202 Business Cycles and Economic Growth

EFB211 Firms, Markets and Resources

MAB311 Advanced Calculus

Mathematics Elective (Level 2)

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 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 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 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)

	IAGULII	71 000	114 L 0 0
	Mathematics Elective (Level 2 or 3)	Major)	
	Mathematics Elective (Level 2 or 3)		
	Business Double Major/Extended Major/Specialisation	EFB200	Applied Regression Analysis
	Wajor/Specialisation	EFB210	Finance 1
Business l	Units	EFB324	Macroeconomics and Global Financial Market
NOTE:	Students must select BSB119 International &	EFB325	Financial Microeconomics
	Electronic Business to replace one of the Mathematics Electives.		Plus two units from the Financial Economics Extended Major Options list below:
	Students should refer to the BS56 Course Notes entry for information on double	EED004	F:
	major/extended major/specialisation units	EFB201	Financial Markets
	Note: Please refer to "Course Updates - List of	EFB326	Applied Portfolio Management
	re-coded and replacement Business units" to check for course structure changes.	EFB327	Econometrics of Financial Markets
	· ·	EFB328	Public Economics and Finance
Extended	Major in Banking		Nete Die ee gefeet 100 eeus bloedete biste
AYB225	Management Accounting		Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.
AYB312	Financial Institutions Law		
EFB310	Financial Institutions - Control	Extended	Major in Funds Management
EFB311	Financial Institutions - Lending	A)/D005	
	Plus two units from the Banking Extended	AYB225	Management Accounting
	Major Options listed below:	EFB308	Finance 3
		EFB309	Financial Derivatives
EFB200	Applied Regression Analysis	EFB318	Portfolio and Security Analysis
EFB308	Finance 3		Plus two units from the Funds Management Extended Major Options list below:
EFB309	Financial Derivatives		Extended Major options not bolow.
EFB318	Portfolio and Security Analysis	AYB312	Financial Institutions Law
EFB326	Applied Portfolio Management	EFB200	Applied Regression Analysis
	N. P. C. IIO. III. III. III. III. III. III.	EFB310	Financial Institutions - Control
	Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.	EFB311	Financial Institutions - Lending
		EFB326	Applied Portfolio Management
Extended	Major in Financial Economics (for Banking &		7.
Finance M			Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.
EFB200	Applied Regression Analysis		M · · · D · · · · · · ·
EFB202	Business Cycles and Economic Growth	Extended	Major in Professional Accounting
EFB211	Firms, Markets and Resources	AVDOO	Low of Duninger Associations
EFB325	Financial Microeconomics	AYB223	Law of Business Associations
	Plus two units from the Financial Economics	AYB325	Taxation Law
	Extended Major Options list below	EFB102	Economics 2
EFB308	Finance 3	EFB210	Finance 1
EFB309	Financial Derivatives	AYB311	Financial Accounting Issues
		AYB321	Strategic Management Accounting
EFB318 EFB324	Portfolio and Security Analysis Macroeconomics and Global Financial Markets		Note: Places refer to "Course Undates List of
EFB324 EFB326	Applied Portfolio Management		Note: Please refer to "Course Updates - List or 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	Course st	ructure - Mathematics Units
	check for course structure changes.		nits
Extended Major in Financial Economics (for Economics		MAB311	Advanced Calculus

	FACULTY O	F BUS	INESS	
MAB312	Linear Algebra	BSB119	now retitled BSB119 Global Business	
MAB313	Mathematics of Finance	BSB122	is replaced by BSB123 Data Analysis	
MAB314	Statistical Modelling 2		0 "	
MAB315	Operations Research 2		ncy Core units	
MAB413	Differential Equations	AYB121	is now AYB200 Financial Accounting AYB121	
MAB414	Applied Statistics 2	AYB220	is now AYB340 Company Accounting AYB220	
MAB420	Computational Mathematics 2	AYB301	now retitled AYB301 Audit and Assurance	
MAB422	Mathematical Modelling	Advertising	g Core units	
MAB461	Discrete Mathematics	AMB221	is now AMB318 Advertising Copywriting	
MAB480	Introduction to Scientific Computation	AMB222	is now AMB319 Media Planning	
MAB481	Visualisation and Data Analysis	AMB321	is now AMB339 Advertising Campaigns	
	·			
Level 3 un			nd Finance Core units	
MAB521 MAB522	Applied Mathematics 3 Computational Mathematics 3	EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	
MAB524	Statistical Inference	EFB102	now retitled EFB223 Economics 2	
MAB525	Operations Research 3A	Economic	s Core units	
MAB533	Statistical Techniques	EFB101	is replaced by EFB222 Quantitative Methods	
MAB536	Time Series Analysis	LIBIOI	for Economics and Finance	
MAB613	Partial Differential Equations	EFB102	now retitled EFB223 Economics 2	
MAB623	Financial Mathematics	EFB202	is replaced by EFB330 Intermediate Macroeconomics	
MAB624 MAB625	Applied Statistics 3 Operations Research 3B	EFB211	is replaced by EFB331 Intermediate Microeconomics	
MAB640	Industry Project	EFB314	is replaced by EFB336 International	
MAB681	Advanced Visualisation and Data Analysis		Economics	
MAB672	Advanced Mathematical Modelling	EFB329	is now EFB338 Contemporary Application of Economic	
NOTES:	- MAB311 Advanced Calculus and MAB312		Lonomic	
	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.	Electronic	Electronic Business Core units	
		BSB212	is replaced by AYB114 Business Technologies	
		BSB213	is replaced by AYB115 Governance Issus 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	
	- MAB681 will not be offered in 2008, but will	ITB239	is now INB342 Enterprise Data Mining	
	be offered in Semester 2 2009 and every second year.	Human Re	esource Management Core units	
Course structure		MGB220	now retitled MGB220 Business Research Methods	
	This course has been discontinued. Currently	MGB221	is now MGB339 Performance and Reward	
	enrolled students should check with the		nal Business Core units	
	relevant Faculty for course progression and enrolment advice.	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 Co	ore units	IBB210	is now replaced by AMB210 Importing and	
BSB114	is replaced by BSB124 Working in Business		Exporting	

now retitled BSB115 Management

BSB115

IBB213

IBB217

is now AMB336 International Marketing

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 Estudents)	Economics Extended Major (FEX) (for Economics
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	EFB200	s replaced by EFB333 Introductory Econometrics
Managam	ant Cara Unita	EFB324	is replaced by EFB201 Financial Markets
MGB310	ent Core units 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 Ma	nagement 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
7 (WIDO 1 1	to now , and one of the control of t	EFB200	is eplaced by EFB333 Introductory Econometrics
Public Rela	ations Core units		Econometrics
AMB260	is replaced by AMB263 Introduction to Public Relations	Human Re	esource Management Extended Major (HRX) is now MGB370 Peronsal and Professional
AMB360	is replaced by AMB373 Corporate Communication		Development
AMB361	is replaced by AMB379 Public Relations Campaigns	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
Business I	_aw and Tax Extended Major (BLX)	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
AYB223	replaced by AYB230 Corporations Law	Internation	nal Business Extended Major (IBX)
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication
AYB305	is replaced by AYB205 Law of Business Entities	IBB303	and Negotiation Skills is now AMB303 International Logistics
AYB312	is now AYB232 Financial Institutions	AMB230	now retitled AMB230 Digital Promotions
		IBB312	is replaced by AMb300 Independent Project 1
	al Accounting Extended Major (PAX)		is replaced by , imbeed independent reject i
AYB223	is replaced by AYB230 Corporations Law	Managem	ent Extended Major (MNX)
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
	g Extended Major (ADX)	MGB218	is now MGB324 Managing Business Growth
AMB230 AMB330	now retitled AMB230 Digital Promotions now retitled AMB330 Advertising Planning	MGB315	is now MGB370 Personal & Professional Development
	Portfolio	IBB210	is replaced by AMB210 Importand and Exporting
	xtended Major (BFX)	IBB303	is now AMB303 International Logistics
AYB312	is now AYB232 Financial Institutions Law	8.4 1 ()	E (
EFB200	is replaced by EFB333 Introductory Econometrics		Extended Major (MKX)
EFB318	is replaced by EFB335 Investments	AMB251	now retitled AMB251 Innovation and Brand Management
	Economics Extended Major (FEX) (for Banking &	AMB260	is replaced by AMB263 Introduction to Public Relations
Finance S	,	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 IBB303	is now AMB336 International Marketing is now AMB303 International Logistics
EFB325	is replaced by EFB336 International		
EED240	Economics	Public Relations Extended Major (PRX) AMB370 is replaced by AMB374 Global Public R	
EFB318	is replaced by EFB337 Game Theory and	,	Cases
EFB324	B324 isreplaced by EFB337 Game Theory and		

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Intelligence IBB210 is replaced by AMB210 Importing and Exporting	IBB303	is now AMB303 International Logistics
Exporting	BSB314	is replaced by AYB341 Forensic and Business Intelligence
FER213 is replaced by AMR252 Pusiness Decision	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)

now retitled AMB230 Digital Promotion is replaced by MGB225 Intercultural

Communication and Negotiation Skills

AMB230

AMB250

International Exchange Specilisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Computer Game Programmer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Investment Manager, Market Research Manager, Mathematician, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.

Bachelor of Applied Science/Bachelor of Business (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 Kavoos 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 semseter

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

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 Practicing 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 semseter

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 renshaw (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 mangers 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 Practicing Accountant, Community Education Officer, Community Health Officer, Community Worker, Disability Services Worker, Exchange Student, Exercise Physiologist, Facilities Manager, Family Services Officer, Fitness Assessor/Personal Trainer, Government Officer, Health Information Manager, Health Physicist, Health Services Manager, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Information Officer, International Business Specialist, Manager, Medical Equipment Sales, Occupational Health and Safety Officer, Public Health Officer, Public Relations Officer/Consultant, Public Servant, 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 Klaebe (Creative Industries); Dr Amanda Gudmundsson (Business)
Discipline coordinator: Ms Louise Grayson (Creative

Industries); Bill Proud (Business)

Campus: Gardens Point and Kelvin Grove

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

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.

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 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 revlevant Faculty for course progression and enrolment advice.

Potential Careers:

Accountant, Actuary, Adult/Workplace Educator, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Community Worker, Corporate Secretary, Economist, Educator, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Higher Education Worker, Home Economist, Investment Manager, Manager, Public Servant, Risk Manager, Secondary School Teacher, Stockbroker, TAFE Teacher, Teacher, Youth Worker.

Bachelor of 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 Kavoos 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

LSB131 Anatomy

Business Faculty Core Unit Business Faculty Core Unit

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

HMB362 Biomechanics 2

HMB371 Motor Control And Learning 2

HMB381 Exercise Physiology 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

FACULTY OF BUSINESS Core Units AMB220 Advertising Theory and Practice **Choice Units** Year 3 Semester 1 Choose any three of the following: AMB201 Marketing and Audience Research **EFB332** Applied Behavioural Economics **BSB111 Business Law and Ethics EFB333** Introductory Econometrics Year 3 Semester 2 **EFB334 Environmental Economics and Policy AMB318** Advertising Copywriting **EFB336** International Economics **AMB319** Media Planning **EFB337** Game Theory and Applications Year 4 Semester 1 Important Note: AMB320 Advertising Management Note: The remaining Business Faculty Core **AMB330** Advertising Planning Portfolio Units are BSB119 and BSB126 which must be completed. Year 4 Semester 2 **Finance Major** AMB339 **Advertising Campaigns BSB123 Data Analysis** Year 1 Semester 1 **BSB113 Economics Economics Major BSB115** Management Year 1 Semester 1 Year 1 Semester 2 BSB113 **Economics BSB124** Working in Business **BSB115** Management **BSB126** Marketing Year 1 Semester 2 Year 2 Semester 1 BSB124 Working in Business **BSB110** Accounting BSB123 Data Analysis **BSB111 Business Law and Ethics** Year 2 Semester 1 Year 2 Semester 2 BSB110 Accounting **BSB123 Data Analysis BSB111 Business Law and Ethics BSB119 Global Business** Year 2 Semester 2 Year 3 Semester 1 **EFB222** Quantitative Methods For Economics and Finance EFB222 Quantitative Methods For Economics and **Finance Economics 2 EFB223 EFB210** Finance 1 Year 3 Semester 1 Year 3 Semester 2 **EFB330** Intermediate Macroeconomics **EFB201 Financial Markets EFB331** Intermediate Microeconomics **EFB307** Finance 2 Year 3 Semester 2 Year 4 Semester 1 Choice units or remaining Business Faculty **EFB223 Economics 2** Core Units **EFB335** Choice units or remaining Business Faculty Investments

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

Year 1 Semester 1

Year 4 Semester 2

International Finance

Finance Capstone

Human Resource Management Major

EFB312

EFB340

BSB113 Economics BSB115 Management

FACULTY OF BUSINESS Year 1 Semester 2 Year 4 Semester 1 BSB124 Working in Business **AMB303** International Logistics **AMB336** BSB126 Marketing International Marketing Year 2 Semester 1 Year 4 Semester 2 BSB110 MGB340 Accounting International Business in the Asia-pacific BSB111 **Business Law and Ethics** AMB369 International Business Strategy **Management Major** Year 2 Semester 2 BSB123 Data Analysis Year 1 Semester 1 BSB119 **Global Business** BSB113 **Economics** Year 3 Semester 1 **BSB115** Management MGB207 Human Resource Issues and Strategy Year 1 Semester 2 MGB220 **Business Research Methods** BSB124 Working in Business Year 3 Semester 2 BSB126 Marketing MGB200 Leading Organisations Year 2 Semester 1 MGB201 Contemporary Employment Relations **BSB110** Accounting Year 4 Semester 1 **BSB111 Business Law and Ethics** MGB331 Learning and Development in Organisations Year 2 Semester 2 MGB339 Performance and Reward **BSB119 Global Business** Year 4 Semester 2 **BSB123** Data Analysis MGB320 Recruitment and Selection Year 3 Semester 1 Personal and Professional Development MGB370 MGB210 Managing Operations **International Business Major** MGB223 Entrepreneurship and Innovation Year 1 Semester 1 Year 3 Semester 2 BSB126 Marketing MGB200 **Leading Organisations BSB119 Global Business MGB225** Intercultural Communication and Negotiation Year 1 Semester 2 Year 4 Semester 1 BSB110 Accounting MGB309 Strategic Management **BSB115** Management MGB324 Managing Business Growth Year 2 Semester 1 Year 4 Semester 2 **BSB123 Data Analysis** MGB310 Sustainability in A Changing Environment BSB124 Working in Business MGB335 **Project Management** Year 2 Semester 2 **Marketing Major** BSB111 **Business Law and Ethics** BSB113 **Economics** Year 1 Semester 1 BSB113 **Economics**

Year 3 Semester 1

MGB225 Intercultural Communication and Negotiation

AYB227 International Accounting

Year 3 Semester 2

AMB210 Importing and Exporting

EFB240 Finance for International Business

Year 2 Semester 1

Year 1 Semester 2

Marketing

Management

Business Law and Ethics

BSB126

BSB111

BSB115

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:

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

 $\label{lem:http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp} \textbf{Course coordinator:} \ Dr \ R.Mahalinga-lyer (Engineering);$

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 Kavoos 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.enguiries@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

Business Unit 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
ENB270 Engineering Mechanics of Materials

ENB273 Civil Materials

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 3, Semester 1

ENB271 Design of Structural Timber and Earthworks

ENB280 Hydraulic Engineering

Business Unit Business Unit

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 4, Semester 2

ENB375 Structural Engineering 2

Business Unit Business Unit Business Unit

Year 5, Semester 1

BEB801 Project 1

ENB372 Design and Planning of Highways

ENB378 Water Engineering

Business Unit

Year 5, Semester 2

ENB376 Transport Engineering

ENB471 Design of Concrete Structures and

Foundations
Business Unit
Business Unit

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 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

ENB110 Engineering Statics and Materials

ENB250 Electrical Circuits

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

ENB240 Introduction To Electronics

ENB246 Engineering Problem Solving

Business Unit Business Unit

Year 3, Semester 2

Introduction To Telecommunications **Business Unit ENB242 ENB243** Linear Circuits and Systems Year 1, Semester 2 **ENB244** Microprocessors and Digital Systems **ENB130** Mechanical and Thermal Energy **ENB245** Introduction To Design and Professional MAB126 Mathematics for Engineering 1 Practice OR Year 4, Semester 1 MAB127 Mathematics for Engineering 2 ENB301 Instrumentation and Control **Business Unit ENB340** Power Systems and Machines **Business Unit** OR Year 2, Semester 1 **MAB233 Engineering Mathematics 3** Introducing Professional Learning **ENB100 Business Unit** ENB120 **Electrical Energy and Measurements Business Unit ENB212** Strength of Materials Year 4, Semester 2 **MAB127** Mathematics for Engineering 2 ENB345 Advanced Design and Professional Practice OR **Business Unit** MAB233 **Engineering Mathematics 3 Business Unit** Year 2, Semester 2 **Business Unit ENB150** Introducing Engineering Design Year 5, Semester 1 **ENB200** Introducing Sustainability BEB701 Work Integrated Learning 1 **Business Unit** BEB801 Project 1 **Business Unit ENB340** Power Systems and Machines Year 3, Semester 1 OR **ENB211 Dynamics Electrical Engineering Selective ENB231** Materials and Manufacturing 1 **Business Unit Business Unit** Year 5, Semester 2 **Business Unit** BEB802 Project 2 Year 3, Semester 2 **ENB344** Industrial Electronics **ENB205 Electrical and Computer Engineering Business Unit ENB215** Fundamentals of Mechanical Design **Business Unit ENB221** Fluid Mechanics **Electrical Engineering Selectives ENB331** Materials and Manufacturing 2 **ENB448** Signal Processing and Filtering Year 4, Semester 1 **ENB452** Advanced Power Systems Analysis BEB701 Work Integrated Learning 1 Power Equipment and Utilisation **ENB453 ENB222** Thermodynamics 1 **ENB456** Energy **Business Unit ENB457** Controls, Systems and Applications **Business Unit ENB458** Modern Control Systems Year 4, Semester 2 Course structure - Mechanical Engineering - Students who commenced in 2010 MAB233 **Engineering Mathematics 3** Year 1, Semester 1 Mechanical Engineering Selective **ENB110 Engineering Statics and Materials Business Unit** MAB125 Foundations of Engineering Mathematics **Business Unit** OR **Business Unit** MAB126 Mathematics for Engineering 1 **Business Unit** Year 5, Semester 1

BEB801 Project 1 Year 3 Semester 2 **Design of Machine Elements ENB316** No Faculty of Business units studies this semester. **ENB311** Stress Analysis OR Year 4 Semester 1 **ENB312 Dynamics of Machinery** AYB230 Corporations Law OR AYB321 Strategic Management Accounting Thermodynamics 2 **ENB421** Year 4 Semester 2 **Business Unit** AYB219 **Taxation Law** Year 5, Semester 2 **AYB301** Audit and Assurance BEB802 Project 2 AYB340 Company Accounting **Automatic Control ENB313** Year 5 Semester 1 OR **BSB113 Economics ENB317** Design and Maintenance of Machinery Year 5 Semester 2 **ENB321** Fluids Dynamics **AYB311** Financial Accounting Issues **Business Unit** BSB126 Marketing **Business Unit** Course structure - Advertising Mechanical Engineering Selectives Year 1 Semester 1 **ENB314** Industrial Noise and Vibration **BSB113 Economics ENB333 Operations Management** BSB126 Marketing **ENB336** Industrial Engineering **ENB422 Energy Management** Year 1 Semester 2 **ENB423** Heating, Ventilation and Air-Conditioning **BSB110** Accounting **ENB432 Engineering Asset Management and BSB115** Management Maintenance **ENB433** Plant and Process Design Year 2 Semester 1 **ENB434** Tribology No Faculty of Business units studies this semester. **ENB435** Computer Integrated Manufacturing Year 2 Semester 2 Course structure - Accountancy AMB220 Advertising Theory and Practice Year 1 Semester 1 **BSB124** Working in Business **BSB110** Accounting Year 3 Semester 1 **BSB115** Management AMB200 Consumer Behaviour Year 1 Semester 2 AMB201 Marketing and Audience Research **Business Law and Ethics** BSB111 Year 3 Semester 2 BSB123 Data Analysis No Faculty of Business units studies this semester. Year 2 Semester 1 No Faculty of Business units studies this Year 4 Semester 1 semester. **AMB318** Advertising Copywriting Year 2 Semester 2 AMB319 Media Planning AYB200 Financial Accounting Year 4 Semester 2 AYB225 Management Accounting AMB320 Advertising Management Year 3 Semester 1 **AMB330** Advertising Planning Portfolio AYB221 Computerised Accounting Systems **BSB111 Business Law and Ethics**

EFB210

Finance 1

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

Year 2 Semester 2

No Faculty of Business units studies this semester.

30110310

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

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

MGB223 Entrepreneurship and Innovation MGB225 Intercultural Communication and Negotiation Skills MGB309 Strategic Management Year 5 Semester 1 MGB324 Managing Business Growth 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

Year 5 Semester 2

Strategic Marketing

Global Business

Course structure - Public Relations

AMB359

BSB119

MAB132

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** 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**

Engineering Mathematics 2A

OR
MAB182 Engineering Mathematics 2B

Business Unit Business Unit

Year 2, Semester 1

ENB100 Introducing Professional Learning

ENB104 Engineering Materials

ENB271 Design of Structural Timber and Earthworks

MAB233 Engineering Mathematics 3

Year 2, Semester 2

ENB200 Introducing Sustainability

Business Unit Business Unit Business Unit

Year 3, Semester 1

ENB273 Civil Materials

ENB280 Hydraulic Engineering

Business Unit Business Unit

Year 3, Semester 2

ENB272 Geotechnical Engineering 1

ENB274 Design of Environmentally Sustainable

Systems

ENB275 Project Engineering 1

Business Unit

Year 4, Semester 1

ENB276 Structural Engineering 1

ENB371 Geotechnical Engineering 2

Business Unit Business Unit

Year 4, Semester 2

ENB375 Structural Engineering 2

Business Unit Business Unit Business Unit

Year 5, Semester 1

BEB801 Project 1

ENB372 Design and Planning of Highways

ENB378 Water Engineering

Business Unit

Year 5, Semester 2

BEB701 Work Integrated Learning 1
ENB376 Transport Engineering

ENB377 Water and Waste Water Treatment

Engineering

ENB471 Design of Concrete Structures and

Foundations

Course structure - Civil Engineering - Students who commenced in 2007 & 2008

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

OR

MAB182 Engineering Mathematics 2B

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 2, Semester 2

ENB201 Fluid Mechanics

Business Unit Business Unit Business Unit

Year 3, Semester 1

ENB272 Geotechnical Engineering 1

ENB273 Civil Materials

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 4, Semester 1

ENB372 Design and Planning of Highways

FACULTY OF BUSINESS **ENB375 Business Unit** Structural Engineering 2 **Business Unit Business Unit Business Unit** Year 3, Semester 1 Year 4, Semester 2 **ENB340** Power Systems and Machines **ENB371** Geotechnical Engineering 2 **MAB233 Engineering Mathematics 3 Business Unit Business Unit Business Unit Business Unit Business Unit** Year 3, Semester 2 Year 5, Semester 1 **ENB243** Linear Circuits and Systems BEB801 **ENB244** Microprocessors and Digital Systems Project 1 **ENB378** Water Engineering **ENB245** Introduction To Design and Professional **Practice** Design of Concrete Structures and **ENB471** Foundations **Business Unit Business Unit** Year 4, Semester 1 Year 5, Semester 2 ENB301 Instrumentation and Control BEB701 Work Integrated Learning 1 **ENB342** Signals, Systems and Transforms **ENB275** Project Engineering 1 **Business Unit ENB376** Transport Engineering **Business Unit ENB377** Water and Waste Water Treatment Year 4, Semester 2 Engineering **ENB345** Advanced Design and Professional Practice Course structure - Electrical Engineering - Students **Business Unit** who commenced in 2009 **Business Unit** Year 1, Semester 1 **Business Unit BEB100** Introducing Professional Learning Year 5, Semester 1 **MAB131 Engineering Mathematics 1A** BEB801 Project 1 OR **ENB346 Digital Communications** MAB180 **Engineering Mathematics 1B Electrical Engineering Selective Business Unit Business Unit Business Unit** Year 5, Semester 2 Year 1, Semester 2 **BEB701** Work Integrated Learning 1 ENB103 **Electrical Engineering** Project 2 BEB802 **MAB132 Engineering Mathematics 2A ENB344** Industrial Electronics OR **Electrical Engineering Selective** MAB182 **Engineering Mathematics 2B Business Unit Electrical Engineering Selectives Business Unit ENB231** Materials and Manufacturing 1 **ENB334** Design For Manufacturing Year 2, Semester 1 **ENB350** Real-time Computer-based Systems **ENB240** Introduction To Electronics **ENB352** Communication Environments For Embedded **ENB242** Introduction To Telecommunications Systems **ENB246 Engineering Problem Solving ENB436** Mechatronics System Design PCB150 Physics 1H **ENB440** RF and Applied Electromagnetics

Year 2, Semester 2

Introducing Sustainability

Business Unit

ENB200

ENB441

ENB445

ENB446

Applied Image Processing

Wireless Communications

RF Communication Technologies

	FACULIY OF	- R02	INESS
ENB448	Signal Processing and Filtering	Year 3, Se	emester 2
ENB452	Advanced Power Systems Analysis	ENB243	Linear Circuits and Systems
ENB453	Power Equipment and Utilisation	ENB244	Microprocessors and Digital Systems
ENB454	Power System Management	ENB245	Introduction To Design and Professional
ENB455	Power Electronics		Practice
ENB456	Energy		Business Unit
ENB457	Controls, Systems and Applications	Year 4, Se	emester 1
ENB458	Modern Control Systems	ENB301	Instrumentation and Control
INB353	Wireless and Mobile Networks	ENB342	Signals, Systems and Transforms
INB860	Computational Intelligence for Control and		Business Unit
	Embedded Systems		Business Unit
	ructure - Electrical Engineering - Students		
who comn	nenced in 2007 & 2008	Year 4, Se	
Year 1, Se	mester 1	ENB345	Advanced Design and Professional Practice
BEB100	Introducing Professional Learning		Business Unit
MAB131	Engineering Mathematics 1A		Business Unit
	OR		Business Unit
MAB180	Engineering Mathematics 1B	Year 5, Se	emester 1
	Business Unit	BEB701	Work Integrated Learning 1
	Business Unit	BEB801	Project 1
			Electrical Engineering Selective
Year 1, Se			Business Unit
ENB103	Electrical Engineering	Voor E. Co	amostar 2
MAB132	Engineering Mathematics 2A	Year 5, Se BEB802	
NA D400	OR	ENB344	Project 2 Industrial Electronics
MAB182	Engineering Mathematics 2B	ENB346	Digital Communications
	Business Unit	LIND340	Electrical Engineering Selective
	Business Unit		Liectrical Engineering Selective
Year 2, Semester 1		Electrical Engineering Selectives	
ENB240	Introduction To Electronics	ENB231	Materials and Manufacturing 1
ENB246	Engineering Problem Solving	ENB334	Design For Manufacturing
MAB233	Engineering Mathematics 3	ENB350	Real-time Computer-based Systems
PCB136	Engineering Physics 1C	ENB352	Communication Environments For Embedded Systems
Year 2, Se	mester 2	ENB436	Mechatronics System Design
ENB200	Introducing Sustainability	ENB440	RF and Applied Electromagnetics
	OR (prior to 2009)	ENB441	Applied Image Processing
BEB200	Introducing Sustainability	ENB445	RF Communication Technologies
	Business Unit	ENB446	Wireless Communications
	Business Unit	ENB448	Signal Processing and Filtering
	Business Unit	ENB452	Advanced Power Systems Analysis
Year 3, Se	mester 1	ENB453	Power Equipment and Utilisation
ENB242	Introduction To Telecommunications	ENB454	Power System Management
ENB242 ENB340		ENB455	Power Electronics
LIND34U	Power Systems and Machines Business Unit	ENB456	Energy
	Business Unit Business Unit	ENB457	Controls, Systems and Applications
	Duoilicoo Uliit	ENB458	Modern Control Systems

FACULTY OF BUSINESS INB353 Wireless and Mobile Networks Year 4, Semester 2 **INB860** Computational Intelligence for Control and **ENB205 Electrical and Computer Engineering** Embedded Systems **Business Unit** Course structure - Mechanical Engineering - Students **Business Unit** who commenced in 2009 **Business Unit** Year 1, Semester 1 Year 5, Semester 1 BEB100 Introducing Professional Learning BEB801 Project 1 MAB131 **Engineering Mathematics 1A ENB316 Design of Machine Elements** OR Two of: MAB180 **Engineering Mathematics 1B ENB311** Stress Analysis **Business Unit ENB312** Dynamics of Machinery **Business Unit** ENB421 Thermodynamics 2 Year 1, Semester 2 Year 5, Semester 2 **ENB104 Engineering Materials** BEB701 Work Integrated Learning 1 MAB132 **Engineering Mathematics 2A** BEB802 Project 2 One of: MAB182 **Engineering Mathematics 2B ENB313 Automatic Control Business Unit ENB317** Design and Maintenance of Machinery **Business Unit ENB321** Fluids Dynamics Year 2, Semester 1 **Business Unit** ENB101 **Engineering Mechanics 1** Course structure - Mechanical Engineering - Students ENB120 **Electrical Energy and Measurements** who commenced in 2008 ENB231 Materials and Manufacturing 1 Year 1, Semester 1 PCB150 Physics 1H **BEB100** Introducing Professional Learning Year 2, Semester 2 **MAB131 Engineering Mathematics 1A** ENB200 Introducing Sustainability OR **Business Unit** MAB180 **Engineering Mathematics 1B Business Unit Business Unit Business Unit Business Unit** Year 3, Semester 1 Year 1, Semester 2 ENB211 **Dynamics ENB104 Engineering Materials ENB212** Strength of Materials MAB132 **Engineering Mathematics 2A Business Unit Business Unit** MAB182 **Engineering Mathematics 2B Business Unit** Year 3, Semester 2 **Business Unit** ENB215 Fundamentals of Mechanical Design ENB221 Fluid Mechanics Year 2, Semester 1 **ENB331** Materials and Manufacturing 2 ENB101 **Engineering Mechanics 1 Business Unit ENB231** Materials and Manufacturing 1

MAB233

PCB136

ENB103

Year 2, Semester 2

Engineering Mathematics 3

Engineering Physics 1C

Electrical Engineering

Year 4, Semester 1

Thermodynamics 1

Business Unit

Business Unit

Engineering Mathematics 3

ENB222

MAB233

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

2007-2008 **ENB333 Operations Management ENB432 Engineering Asset Management and** Maintenance Year 1 Semester 1 **ENB435** Computer Integrated Manufacturing **BSB110** Accounting **BSB111 Business Law and Ethics** Year 5, Semester 2 BEB802 Year 1 Semester 2 Project 2 **ENB222** BSB113 Thermodynamics 1 **Economics Business Unit BSB122** now replaced by BSB123 Data Analysis Choose one of: Year 2 Semester 1 **ENB312** Dynamics of Machinery No Faculty of Business units studies this **ENB317** Design and Maintenance of Machinery semester. **ENB321** Fluids Dynamics Year 2 Semester 2 **ENB331** Materials and Manufacturing 2 AYB200 Financial Accounting Accountancy Major - Students who commenced in 2009 AYB230 Corporations Law **BSB114** now replaced by BSB124 Working in Business Year 1 Semester 1 BSB110 Accounting Year 3 Semester 1 **BSB115** Management AYB225 Management Accounting AYB340 Company Accounting Year 1 Semester 2 **BSB123 Data Analysis** Year 3 Semester 2 BSB126 Marketing AYB221 Computerised Accounting Systems Year 2 Semester 1 Year 4 Semester 1 No Faculty of Business units studies this **AYB301** Audit and Assurance semester. **AYB311** Financial Accounting Issues Year 2 Semester 2 **AYB200** AYB321 Financial Accounting Strategic Management Accounting AYB225 Management Accounting Year 4 Semester 2 BSB111 **Business Law and Ethics AYB219 Taxation Law** Year 3 Semester 1 now replaced by EFB222 Quantitative Methods **EFB101** for Economics AYB221 Computerised Accounting Systems EFB210 Finance 1 EFB210 Finance 1 Year 5 Semester 1 Year 3 Semester 2 BSB115 Management **AYB219 Taxation Law** Advertising Major - Students who commenced in 2007-Year 4 Semester 1 AYB230 Corporations Law Year 1 Semester 1 AYB321 Strategic Management Accounting **BSB113 Economics** Year 4 Semester 2 BSB126 Marketing AYB301 Audit and Assurance Year 1 Semester 2 **AYB340** Company Accounting **BSB110** Accounting BSB113 **Economics** BSB115 Management Year 5 Semester 1 Year 2 Semester 1 AYB311 Financial Accounting Issues No Faculty of Business units studies this Accountancy Major - Students who commenced in

semester.

FACULTY OF BUSINESS Year 2 Semester 2 Year 4 Semester 2 **Global Business BSB119** EFB201 **Financial Markets** BSB123 Data Analysis **EFB223 Economics 2 BSB124** Working in Business EFB312 International Finance Year 3 Semester 1 Year 5 Semester 1 **AMB200** Consumer Behaviour BSB111 **Business Law and Ethics** AMB220 Advertising Theory and Practice **Economics Major - Students who commenced in 2009** Year 3 Semester 2 Year 1 Semester 1 AMB201 Marketing and Audience Research BSB113 **Economics** Year 4 Semester 1 **BSB115** Management AMB318 Advertising Copywriting Year 1 Semester 2 **AMB319** Media Planning BSB123 Data Analysis Year 4 Semester 2 BSB124 Working in Business AMB320 Advertising Management Year 2 Semester 1 AMB330 Advertising Planning Portfolio No Faculty of Business units studies this BSB111 **Business Law and Ethics** semester. Year 5 Semester 1 Year 2 Semester 2 AMB339 **Advertising Campaigns BSB110** Accounting Banking & Finance Major - Students who commenced in **EFB222** Quantitative Methods For Economics and 2007-2008 Finance **EFB223 Economics 2** Year 1 Semester 1 Year 3 Semester 1 **BSB113 Economics EFB330** Intermediate Macroeconomics BSB115 Management EFB331 Intermediate Microeconomics Year 1 Semester 2 Year 3 Semester 2 BSB124 Working in Business Choice units or remaining Faculty Core Units BSB126 Marketing Year 4 Semester 1 Year 2 Semester 1 Choice units or remaining Faculty Core Units No Faculty of Business units studies this semester. Choice units or remaining Faculty Core Units Year 2 Semester 2 Year 4 Semester 2 BSB110 Accounting Contemporary Application of Economic Theory **EFB338** BSB123 Data Analysis Choice units or remaining Faculty Core Units **BSB119 Global Business** Choice units or remaining Faculty Core Units Year 3 Semester 1 Year 5 Semester 1 EFB210 Finance 1 **BSB111 Business Law and Ethics EFB222** Quantitative Methods For Economics and Finance **Choice Units** Choose any three of the following: Year 3 Semester 2 **EFB332 Applied Behavioural Economics** EFB307 Finance 2 **EFB333** Introductory Econometrics

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EFB334

EFB336

Environmental Economics and Policy

International Economics

Year 4 Semester 1

Introductory Econometrics

Investments

EFB333

EFB335

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.

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

BSB126 Marketing

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

EFB312 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

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 Year 3 Semester 2 MGB201 Contemporary Employment Relations AMB240 Marketing Planning and Management Year 3 Semester 1 Year 4 Semester 1 MGB210 Managing Operations **AMB336** International Marketing MGB223 Entrepreneurship and Innovation AMB340 Services Marketing Year 3 Semester 2 Year 4 Semester 2 MGB310 Sustainability in A Changing Environment AMB202 Integrated Marketing Communication AMB335 E-marketing Strategies Year 4 Semester 1 BSB123 Data Analysis MGB309 Strategic Management Management Option Unit Year 5 Semester 1 AMB359 Strategic Marketing Year 4 Semester 2 BSB119 **Global Business** Marketing Major - Students who commenced in 2007-2008 MGB335 **Project Management** Management Option Unit Year 1 Semester 1 **BSB122** now replaced by BSB123 Data Analysis Year 5 Semester 1 BSB126 Marketing BSB110 Accounting Year 1 Semester 2 Management Option Unit List: **BSB114** now replaced by BSB124 Working in Business Students must choose 2 of the following units. One must be a Level 3 unit: **BSB119 Global Business** MGB201 Contemporary Employment Relations Year 2 Semester 1 MGB218 Managing Business Growth No Faculty of Business units studies this MGB225 Intercultural Communication and Negotiation semester. Skills MGB314 Organisational Consulting and Change Year 2 Semester 2 MGB370 Personal and Professional Development **BSB111 Business Law and Ethics BSB113 Economics** Marketing Major - Students who commenced in 2009 **BSB115** Management Year 1 Semester 1 Year 3 Semester 1 BSB113 **Economics** AMB200 Consumer Behaviour BSB126 Marketing AMB240 Marketing Planning and Management Year 1 Semester 2 Year 3 Semester 2 **Business Law and Ethics** BSB111 AMB201 Marketing and Audience Research **BSB115** Management Year 4 Semester 1 Year 2 Semester 1 AMB202 **Integrated Marketing Communication** No Faculty of Business units studies this semester AMB340 Services Marketing Year 2 Semester 2 Year 4 Semester 2 BSB110 Accounting **BSB110** Accounting **BSB119 Global Business** AMB335 E-marketing Strategies BSB124 Working in Business AMB252 **Business Decision Making** Year 3 Semester 1 **IBB213** International Marketing **AMB200** Consumer Behaviour AMB201 Marketing and Audience Research 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 Practicing Accountant, Corporate Secretary, Economist, Electrical and Computer Engineer, Electrical Engineer, Electronic Commerce Developer, Exchange Student, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Human Resource Developer, Human Resource Manager, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Public Relations Officer/Consultant, Public Servant, Publishing Professional, Risk Manager, Software Engineer, Stockbroker, Web Designer.

Bachelor of Applied Science / Bachelor of Business (IX31)

Year offered: 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 Kavoos 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 comajors 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

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Business Coordinator

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Science Discipline Coordinators

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Biotechnology

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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

BSB124 Working in Business Year 3 Semester 2 **AYB219 Taxation Law** Year 2 Semester 1 AYB340 **BSB111 Business Law and Ethics** Company Accounting MGB223 Entrepreneurship and Innovation Year 4 Semester 1 AYB230 Year 2 Semester 2 Corporations Law **AYB321** Strategic Management Accounting **EFB222** Quantitative Methods For Economics and Finance Year 4 Semester 2 **EFB223** Economics 2 AYB301 Audit and Assurance Year 3 Semester 1 **AYB311** Financial Accounting Issues **EFB330** Intermediate Macroeconomics **Advertising Major EFB331** Intermediate Microeconomics Year 1 Semester 1 Year 3 Semester 2 BSB126 Marketing Choice units or remaining Faculty Core Units BSB113 **Economics** Choice units or remaining Faculty Core Units Year 1 Semester 2 Year 4 Semester 1 BSB110 Accounting Choice units or remaining Faculty Core Units **BSB115** Management Choice units or remaining Faculty Core Units Year 2 Semester 1 Year 4 Semester 2 BSB124 Working in Business **EFB338** Contemporary Application of Economic Theory BSB119 Global Business Choice units or remaining Faculty Core Units Year 2 Semester 2 Choice units AMB200 Consumer Behaviour Choose any three of the following: AMB220 Advertising Theory and Practice **EFB332 Applied Behavioural Economics** Introductory Econometrics **EFB333** Year 3 Semester 1 **EFB334 Environmental Economics and Policy** BSB111 **Business Law and Ethics EFB336** International Economics AMB201 Marketing and Audience Research **EFB337** Game Theory and Applications Year 3 Semester 2 Remaining Faculty Core Units AMB318 Advertising Copywriting Students must complete both remaining AMB319 Media Planning **Faculty Core Units BSB119 Global Business** Year 4 Semester 1 BSB126 Marketing AMB320 Advertising Management AMB330 Advertising Planning Portfolio **Finance Major** Year 4 Semester 2 Year 1 Semester 1 **AMB339 Advertising Campaigns** BSB113 **Economics** MGB223 Entrepreneurship and Innovation **BSB115** Management **Economics Major** Year 1 Semester 2 **BSB124** Working in Business Year 1 Semester 1 **BSB126** Marketing BSB113 **Economics** BSB115 Management Year 2 Semester 1 BSB110 Accounting Year 1 Semester 2 **BSB111 Business Law and Ethics BSB110** Accounting

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

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 1 Semester 2 **BSB110** Accounting Year 3 Semester 2 **BSB115** Management MGB200 Leading Organisations MGB225 Intercultural Communication and Negotiation Year 2 Semester 1 BSB113 **Economics** Year 4 Semester 1 Working in Business BSB124 MGB309 Strategic Management Year 2 Semester 2 MGB324 Managing Business Growth AMB263 Introduction To Public Relations Year 4 Semester 2 AMB264 Public Relations Techniques MGB310 Sustainability in A Changing Environment Year 3 Semester 1 MGB335 **Project Management** AMB201 Marketing and Audience Research **Marketing Major** BSB111 **Business Law and Ethics** Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** AMB372 **Public Relations Planning** BSB126 Marketing AMB373 Corporate Communication Year 1 Semester 2 Year 4 Semester 1 BSB111 **Business Law and Ethics** AMB374 Global Public Relations Cases BSB115 **AMB375** Management **Public Relations Management** Year 2 Semester 1 Year 4 Semester 2 AMB379 BSB119 **Global Business Public Relations Campaigns** BSB124 Working in Business MGB223 Entrepreneurship and Innovation Course structure - Major in Biochemistry Year 2 Semester 2 BSB110 Accounting Year 1, Semester 1 MGB223 Entrepreneurship and Innovation **SCB111** Chemistry 1 Year 3 Semester 1 **SCB112** Cellular Basis of Life AMB200 Consumer Behaviour Year 1, Semester 2 AMB201 Marketing and Audience Research SCB120 Plant and Animal Physiology Year 3 Semester 2 SCB121 Chemistry 2 AMB202 **Integrated Marketing Communication** Year 2, Semester 1 **AMB240** Marketing Planning and Management SCB110 Science Concepts and Global Systems Year 4 Semester 1 Plus either: AMB335 E-marketing Strategies MAB101 Statistical Data Analysis 1 AMB340 Services Marketing Or MAB105 **Preparatory Mathematics** Year 4 Semester 2 AMB336 International Marketing Year 2, Semester 2 AMB359 Strategic Marketing **SCB122** Cell and Molecular Biology **SCB123 Physical Science Applications Public Relations Major** Year 3, Semester 1 Year 1 Semester 1 LQB381 Biochemistry: Structure and Function BSB119 **Global Business** LQB383 Molecular and Cellular Regulation BSB126 Marketing

Year 3, Semester 2

Biochemical Pathways and Metabolism LQB481 Year 1, Semester 1 LQB483 Molecular Biology Techniques **SCB111** Chemistry 1 Plus either: Year 4, Semester 1 **MAB101** Statistical Data Analysis 1 LQB581 **Functional Biochemistry** LQB582 Biomedical Research Technologies MAB105 **Preparatory Mathematics** Year 4, Semester 2 Year 1, Semester 2 LQB681 **Biochemical Research Skills SCB112** Cellular Basis of Life **LQB682** Protein Biochemistry and Bioengineering SCB121 Chemistry 2 Course structure - Major in Biotechnology Year 2, Semester 1 Year 1, Semester 1 MAB120 Algebra and Calculus SCB111 Chemistry 1 **SCB110** Science Concepts and Global Systems **SCB112** Cellular Basis of Life Year 2, Semester 2 Year 1, Semester 2 **SCB123 Physical Science Applications** SCB120 Plant and Animal Physiology SCB131 **Experimental Chemistry** SCB121 Chemistry 2 Year 3, Semester 1 Year 2, Semester 1 **PQB312** Analytical Chemistry For Scientists and **Technologists** SCB110 Science Concepts and Global Systems **PQB331** Structure and Bonding Plus either: MAB101 Statistical Data Analysis 1 Year 3, Semester 2 **PQB401** Reaction Kinetics, Thermodynamics and Mechanisms MAB105 **Preparatory Mathematics** PQB442 Chemical Spectroscopy Year 2, Semester 2 Year 4, Semester 1 SCB122 Cell and Molecular Biology **PQB502** Advanced Physical Chemistry SCB123 **Physical Science Applications PQB531** Organic Mechanisms and Synthesis Year 3, Semester 1 Year 4, Semester 2 LQB381 Biochemistry: Structure and Function **PQB631** Advanced Inorganic Chemistry LQB383 Molecular and Cellular Regulation **PQB642** Chemical Research Year 3, Semester 2 Course structure - Major in Ecology LQB483 Molecular Biology Techniques LQB484 Introduction to Genomics and Bioinformatics Year 1, Semester 1 **SCB111** Chemistry 1 Year 4, Semester 1 **SCB112** Cellular Basis of Life TWO units selected from: LQB583 Genetic Research Technology Year 1, Semester 2 LQB584 Medical Cell Biology SCB120 Plant and Animal Physiology **LQB585** Plant Genetic Manipulation **SCB122** Cell and Molecular Biology Year 4, Semester 2 Year 2, Semester 1 TWO units selected from: **SCB110** Science Concepts and Global Systems LQB682 Protein Biochemistry and Bioengineering Plus either: **LQB684** Medical Biotechnology MAB101 Statistical Data Analysis 1 LQB685 Plant Microbe Interactions Course structure - Major in Chemistry MAB105 **Preparatory Mathematics**

FACULTY OF BUSINESS Year 2, Semester 2 **NQB601** Sustainable Environmental Management NQB602 **Environmental Chemistry** NQB201 Planet Earth **NQB202** History of Life on Earth Course structure - Major in Forensic Science Year 3, Semester 1 Year 1, Semester 1 NQB302 Earth Surface Systems SCB111 Chemistry 1 **NQB321 Ecology SCB112** Cellular Basis of Life Year 3, Semester 2 Year 1, Semester 2 NQB421 **Experimental Design** SCB121 Chemistry 2 NQB422 Genetics and Evolution SCB122 Cell and Molecular Biology Year 4, Semester 1 Year 2, Semester 1 NQB521 Population Genetics and Molecular Ecology SCB110 Science Concepts and Global Systems **NQB523 Population Management** Plus either: Year 4, Semester 2 MAB101 Statistical Data Analysis 1 Or NQB622 Conservation Biology MAB105 **Preparatory Mathematics** NQB623 **Ecological Systems** Course structure - Major in Environmental Science Year 2, Semester 2 **Physical Science Applications SCB123** Year 1, Semester 1 **SCB131 Experimental Chemistry** SCB111 Chemistry 1 Year 3, Semester 1 SCB112 Cellular Basis of Life LQB383 Molecular and Cellular Regulation Year 1, Semester 2 SCB384 Forensic Sciences - From Crime Scene to SCB120 Plant and Animal Physiology SCB121 Chemistry 2 Year 3, Semester 2 Year 2, Semester 1 JSB979 Forensic Scientific Evidence SCB110 Science Concepts and Global Systems **PQB312** Analytical Chemistry For Scientists and Technologists Plus either: MAB101 Statistical Data Analysis 1 Year 4, Semester 1 **PQB513** Instrumental Analysis MAB105 **Preparatory Mathematics PQB584** Forensic Physical Evidence Year 2, Semester 2 Year 4, Semester 2 NQB202 History of Life on Earth LQB680 Forensic DNA Profiling SCB123 **Physical Science Applications PQB684** Forensic Analysis Year 3, Semester 1 Course structure - Major in Geoscience NQB302 Earth Surface Systems Year 1, Semester 1 NQB321 **Ecology** SCB111 Chemistry 1 Year 3, Semester 2 SCB112 Cellular Basis of Life Soils and the Environment NQB403 Year 1, Semester 2 NQB421 **Experimental Design**

NQB201 Planet Earth

SCB123 Physical Science Applications

Year 2, Semester 1

SCB110 Science Concepts and Global Systems

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Year 4, Semester 1

Year 4, Semester 2

Environmental Modelling

Field Methods in Natural Resource Sciences

NQB501

NQB502

Plus either: Year 4. Semester 1 MAB101 Statistical Data Analysis 1 **LQB586** Clinical Microbiology 2 Or LQB587 Applied Microbiology 1: Water, Air and Soil MAB105 **Preparatory Mathematics** Year 4, Semester 2 Year 2, Semester 2 LQB686 Microbial Technology and Immunology NQB202 History of Life on Earth LQB687 Applied Microbiology 2: Food and Quality Assurance SCB222 Exploration of the Universe Course structure - Major in Physics Year 3, Semester 1 NQB311 Mineralogy Year 1, Semester 1 **NQB314** Sedimentary Geology **MAB121** Calculus and Differential Equations **SCB111** Chemistry 1 Year 3. Semester 2 NQB411 Petrology of Igneous and Metamorphic Rocks Year 1, Semester 2 NQB412 Structural Geology and Field Methods MAB122 Algebra and Analytic Geometry **PQB250** Mechanics and Electromagnetism Year 4, Semester 1 NQB502 Field Methods in Natural Resource Sciences Year 2, Semester 1 NQB513 Geophysics **SCB110** Science Concepts and Global Systems SCB112 Cellular Basis of Life Year 4, Semester 2 NQB602 **Environmental Chemistry** Year 2, Semester 2 **NQB614 Groundwater Systems** MAB220 **Computational Mathematics 1 PQB251** Waves and Optics Course structure - Major in Microbiology Year 3, Semester 1 Year 1, Semester 1 MAB311 Advanced Calculus SCB111 Chemistry 1 **PQB350** Thermodynamics of Solids and Gases SCB112 Cellular Basis of Life Year 3, Semester 2 Year 1, Semester 2 **PQB450** Energy, Fields and Radiation SCB120 Plant and Animal Physiology **PQB451** Electronics and Instrumentation SCB121 Chemistry 2 Year 4, Semester 1 Year 2, Semester 1 **PQB550** Quantum and Condensed Matter Physics SCB110 Science Concepts and Global Systems **PQB551** Physical Analytical Techniques Plus either: MAB101 Statistical Data Analysis 1 Year 4, Semester 2 PQB650 **Advanced Theoretical Physics** MAB105 **Preparatory Mathematics** PQB651 **Experimental Physics** Year 2, Semester 2 Accountancy Major - Students who commenced in 2007-2008 SCB122 Cell and Molecular Biology SCB123 **Physical Science Applications** Year 1 Semester 1 Year 3. Semester 1 **BSB110** Accounting LQB381 Biochemistry: Structure and Function BSB115 Management Microbial Structure and Function LQB386

Year 3, Semester 2

Molecular Biology Techniques

Clinical Microbiology 1

LQB483

LQB486

Year 1 Semester 2

Marketing

or

now replaced by BSB124 Working in Business

BSB114

BSB126

FACULTY OF BUSINESS BSB119 **Global Business** Year 3 Semester 2 Year 2 Semester 1 AMB210 Importing and Exporting **BSB111** MGB340 **Business Law and Ethics** International Business in the Asia-pacific **BSB113 Economics** Year 4 Semester 1 Year 2 Semester 2 **AMB369** International Business Strategy AYB200 **IBB304** Financial Accounting Please contact the School of AMPR regarding alternative unit AYB230 Corporations Law Year 4 Semester 2 Year 3 Semester 1 **AMB303** International Logistics **AYB225** Management Accounting **AMB336** International Marketing AYB340 Company Accounting Public Relations Major - Students who commenced in Year 3 Semester 2 2007-2008 **AYB219 Taxation Law** Year 1 Semester 1 AYB221 Computerised Accounting Systems **BSB119 Global Business** Year 4 Semester 1 **BSB126** Marketing **AYB301** Audit and Assurance Year 1 Semester 2 **AYB321** Strategic Management Accounting **BSB110** Accounting **BSB115** Management **AYB311** Financial Accounting Issues Year 2 Semester 1 Year 4 Semester 2 AMB201 Marketing and Audience Research **AYB339 Accountancy Capstone** now replaced by BSB124 Working in Business **BSB114 EFB210** Finance 1 International Business Major - Students who Year 2 Semester 2 commenced in 2007-2008 **BSB111 Business Law and Ethics BSB113 Economics** Year 1 Semester 1 **BSB119 Global Business** Year 3 Semester 1 **BSB126** Marketing AMB202 Integrated Marketing Communication AMB260 now replaced by AMB263 Introduction to Year 1 Semester 2 Public Relations **BSB110** Accounting **AMB263** Introduction To Public Relations **BSB115** Management Year 3 Semester 2 Year 2 Semester 1 **AMB261** alternative unit BSB113 **Economics** AMB262 BSB124 Working in Business alternative unit Year 2 Semester 2 Year 4 Semester 1 BSB111 **Business Law and Ethics**

Please contact the School of AMPR regarding

Please contact the School of AMPR regarding

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

Finance for International Business

Intercultural Communication and Negotiation

Please contact the School of AMPR regarding

Please contact the School of AMPR regarding

EFB240

MGB225

IBB208

IBB217

Year 3 Semester 1

alternative unit

alternative unit

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 studdents 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	Year	1	Semester	1
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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

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

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

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

Advertising Planning Portfolio **AMB330**

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

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

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 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 ow 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

Corporate Communication Management AMB360 Year 2 Semester 2 **BSB111 Business Law and Ethics** Year 4 Semester 2 **BSB113 Economics AMB379 Public Relations Campaigns AMB371** Corporate Communication Strategies Year 3 Semester 1 **AMB200** Consumer Behaviour Important Note: AMB240 Marketing Planning and Management Note: For AMB261 and AMB262 units please contact the School of AMPR regarding Year 3 Semester 2 alternative unit. AMB201 Marketing and Audience Research Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to **AMB335** E-marketing Strategies check for course structure changes. Year 4 Semester 1 Health Unit prerequisites/corequisites **AMB202 Integrated Marketing Communication** For information on preregs & coreqs visit: **AMB340** Services Marketing www.hlth.qut.edu.au/study/forcurrentstudents/ Year 4 Semester 2 Course Updates - List of re-coded and replacement **AMB359** Strategic Marketing **Business units** AMB252 **Business Decision Making** Faculty Core units **BSB114** is replaced by BSB124 Working in Business **AMB336** International Marketing now retitled BSB115 Management **BSB115** Note: Please refer to "Course Updates - List of **BSB119** now retitled BSB119 Global Business re-coded and replacement Business units" to **BSB122** is replaced by BSB123 Data Analysis check for course structure changes. **Public Relations Major Accountancy Core units AYB121** is now AYB200 Financial Accounting AYB121 Year 1 Semester 1 AYB220 is now AYB340 Company Accounting AYB220 BSB123 Data Analysis **AYB301** now retitled AYB301 Audit and Assurance BSB126 Marketing Advertising Core units Year 1 Semester 2 **AMB221** is now AMB318 Advertising Copywriting **BSB110** Accounting **AMB222** is now AMB319 Media Planning **BSB115** Management **AMB321** is now AMB339 Advertising Campaigns Year 2 Semester 1 Banking and Finance Core units **BSB119 Global Business EFB101** is replaced by EFB222 Quantitative Methods BSB124 Working in Business for Economics and Finance now retitled EFB223 Economics 2 EFB102 Year 2 Semester 2 **BSB111 Economics Core units Business Law and Ethics BSB113 Economics EFB101** is replaced by EFB222 Quantitative Methods for Economics and Finance Year 3 Semester 1 **EFB102** now retitled EFB223 Economics 2 AMB201 Marketing and Audience Research is replaced by EFB330 Intermediate **EFB202** Macroeconomics **AMB260** Public Relations Theory and Practice **EFB211** is replaced by EFB331 Intermediate Year 3 Semester 2 Microeconomics **EFB314** is replaced by EFB336 International **AMB261** Media Relations and Publicity **Economics AMB262 Public Relations Writing** is now EFB338 Contemporary Application of **EFB329 Economic** Year 4 Semester 1

Electronic Business Core units

AMB374

Global Public Relations Cases

BSB212	is replaced by AYB114 Business Technologies		
BSB213	BSB213 is replaced by AYB115 Governance Issus and		g Extended Major (ADX)
	Fraud	AMB230	now retitled AMB230 Digital Promotions
BSB314	is replaced by Forensic and Business Intelligence	AMB330	now retitled AMB330 Advertising Planning Portfolio
ITB233	is now INB312 Enterprise Systems Application	Banking E	xtended Major (BFX)
ITB823	is now INB830 Web Sites for E-Commerce	AYB312	is now AYB232 Financial Institutions Law
ITB239	is now INB342 Enterprise Data Mining	EFB200	is replaced by EFB333 Introductory Econometrics
	esource Management Core units	EFB318	is replaced by EFB335 Investments
MGB220	now retitled MGB220 Business Research Methods		
MGB221	is now MGB339 Performance and Reward	Financial I Finance S	Economics Extended Major (FEX) (for Banking & students)
Internation	nal Business Core units	EFB200	is replaced by EFB333 Introductory Econometrics
IBB202	is replaced by EFB240 Finance for International Business	EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB211	is replaced by EFB331 Intermediate Microeconomics
IBB210	is now replaced by AMB210 Importing and Exporting	EFB325	is replaced by EFB336 International Economics
IBB213	is now AMB336 International Marketing	EFB318	is replaced by EFB335 Investments
IBB217	IBB217 is no longer offered. Please contact the	EFB324	isreplaced by EFB337 Game Theory and
	School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)		Applications Economics Extended Major (EEX) (for Economics
IBB300	is now AMB369 International Business Strategy		Economics Extended Major (FEX) (for Economics
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	EFB200	s replaced by EFB333 Introductory Econometrics
		EFB324	is replaced by EFB201 Financial Markets
Management Core units		EFB325	is replaced by EFB337 Game Theory and Applications
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	Funds Ma	nagement Extended Major (FDX)
Marketing	Core units	EFB318	is replaced by EFB335 Investments
AMB241	is now AMB335 E-Marketing Strategies	AYB312	is now AYB232 Financial Institutions Law
AMB341	is now AMB359 Strategic Marketing	EFB200	is eplaced by EFB333 Introductory Econometrics
Public Rel	ations Core units		Loonomouro
AMB260	is replaced by AMB263 Introduction to Public	Human Re	esource Management Extended Major (HRX)
AMB360	Relations is replaced by AMB373 Corporate	MGB315	is now MGB370 Peronsal and Professional Development
AMB361	Communication is replaced by AMB379 Public Relations	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
	Campaigns	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
	Law and Tax Extended Major (BLX)	Internation	nal Business Extended Major (IBX)
AYB223	replaced by AYB230 Corporations Law	IBB205	is now MGB225 Intercultural Communication
AYB325	is now AYB219 Taxation Law	וטטבטט	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
D (:		IBB312	is replaced by AMb300 Independent Project 1
	nal Accounting Extended Major (PAX)	Managem	ent Extended Major (MNX)
AYB223	is replaced by AYB230 Corporations Law	IBB205	is now MGB225 Intercultural Communication
AYB325	is now AYB219 Taxation Law	100200	10 Now WODZZO Intercultural Communication

	FACULTY O	F BUS	INESS	
MGB218	and Negotiation Skills is now MGB324 Managing Business Growth	EFB325	is replaced by EFB337 Game Theory and Applications	
MGB315	is now MGB370 Personal & Professional Development	Integrated Marketing Communication Specialisation (IMS)		
IBB210	is replaced by AMB210 Importand and Exporting	AMB260	is replaced by AMB263 Introduction to Public Relations	
IBB303	is now AMB303 International Logistics	AMB230	now retitled AMB230 Digital Promotions	
Marketing	Extended Major (MKX)	AMB354	is now AMB208 Events Marketing	
AMB251	now retitled AMB251 Innovation and Brand	Internation	nal Logistics Specialisation (ILG)	
AIVIDZ3 I	Management	IBB303	is now AMB303 International Logistics	
AMB260	is replaced by AMB263 Introduction to Public Relations	BSB314	is replaced by AYB341 Forensic and Business Intelligence	
AMB351	is now AMB209 Tourism Marketing	IBB210	is replaced by AMB210 Importing and Exporting	
AMB352	is replaced by AMB252 Business Decision Making	EFB213	is replaced by AMB252 Business Decision	
AMB354	is now AMB208 Events Marketing		Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)	
IBB213	is now AMB336 International Marketing		management (energy com 1 a 2)	
IBB303	is now AMB303 International Logistics	Sales Spe	ecialisation (SALES)	
		AMB230	now retitled AMB230 Digital Promotion	
	ations Extended Major (PRX)	AMB250	is replaced by MGB225 Intercultural	
AMB370	is replaced by AMB374 Global Public Relations Cases		Communication and Negotiation Skills	
AMB371	is replaced by AMB375 Public Relations Management	Internation IBB205	nal Exchange Specilisation (IEX) is now MGB225 Intercultural Communication	
Rusiness I	_aw and Tax Specialisation (BLS)		and Negotiation Skills	
AYB223	is replaced by AYB230 Corporations Law	Potential (Careers:	
AYB325	is now AYB219 Taxation Law	Account E	Executive, Accountant, Actuary, Administrator,	
AYB305	is now AYB205 Company Law & Practice		g Professional, Banker, Banking and Finance	
AYB312	is now AYB232 Financial Institutions Law	Professional, Business Analyst, Certified Practic Accountant, Community Health Officer, Corpor		
BSB213	is now AYB115 Governance Issues in E-	Secretary,	Economist, Financial Advisor/Analyst, Financial	
DODZIO	Business	Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager,		
Electronic	Business Specialisation (EUS)	Home Economist, Information Officer, International		
BSB212	is replaced by AYB114 Business Technologies		Specialist, Investment Manager, Manager, g Officer/Manager, Policy Officer, Project	
BSB213	is replaced by AYB115 Governance Issues and Fraud	Developer	r, Project Manager, Public Health Officer, Public Officer/Consultant, Publishing Professional, Risk	
BSB314	is replaced by AYB341 Forensic and Business Intelligence		Stockbroker.	
ITB233	is now INB312 Enterprise Systems Applications			
ITB823	is now INB830 Web Sites for E-Commerce			
ITB239	is now INB342 Enterprise Data Mining			
Financial E	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			

INB355

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 Kavoos 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

Compaisory Critis		
INB311	Enterprise Systems	
INB340	Database Design	
INB220	Business Analysis	

IS Elective Units

Compulsory 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

Com	pulsory	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

Cryptology and Protocols

Software Architecture Major

Compulsory Units

Compulsor	ry 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

MAB281	Mathematics for Computer Graphics null
Accountai	ncy Major
Year 1 Sei	mester 1
BSB110	Accounting
BSB115	Management
Year 1 Sei	mester 2
BSB123	Data Analysis
BSB124	Working in Business
Year 2 Sei	mester 1
BSB111	Business Law and Ethics
BSB113	Economics
Year 2 Sei	mester 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

AYB321 Strategic Management Accounting

Year 4 Semester 2

FFB222 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

Data Analysis BSB123

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

BSB126 Marketing MGB200 **Leading Organisations HRM Option Unit** Year 2 Semester 1 **BSB110** Year 4 Semester 1 Accounting **EFB223 Economics 2** MGB331 Learning and Development in Organisations MGB339 Performance and Reward Year 2 Semester 2 BSB123 Year 4 Semester 2 **Data Analysis** BSB119 **Global Business** MGB320 Recruitment and Selection **HRM Option Unit** Year 3 Semester 1 **EFB331** Intermediate Microeconomics **HRM Option Unit List EFB330** Intermediate Macroeconomics HRM students must choose two units from the above list (one must be a Level 3 unit). Year 3 Semester 2 MGB201 Contemporary Employment Relations **EFB222** Quantitative Methods For Economics and MGB210 Managing Operations **Finance** MGB310 Sustainability in A Changing Environment **EFB328** Public Economics and Finance MGB309 Strategic Management Year 4 Semester 1 MGB314 Organisational Consulting and Change **BSB111 Business Law and Ethics** MGB370 Personal and Professional Development **EFB200** Applied Regression Analysis **MGB335** Project Management Year 4 Semester 2 Important Note: **EFB338** Note: Please refer to "Course Updates - List of Contemporary Application of Economic Theory re-coded and replacement Business units" to **EFB314** International Trade and Economic check for course structure changes. Competitiveness International Business Major Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to Year 1 Semester 1 check for course structure changes. **BSB126** Marketing **Human Resource Management Major BSB119** Global Business Year 1 Semester 1 Year 1 Semester 2 **BSB113 Economics BSB110** Accounting **BSB115** Management **BSB115** Management Year 1 Semester 2 Year 2 Semester 1 BSB124 Working in Business **BSB123 Data Analysis** BSB126 Marketing **BSB124** Working in Business Year 2 Semester 1 Year 2 Semester 2 **BSB110** Accounting **BSB111 Business Law and Ethics BSB111 Business Law and Ethics** BSB113 **Economics** Year 2 Semester 2 Year 3 Semester 1 BSB123 Data Analysis **EFB240** Finance for International Business BSB119 Global Business **IBB217** Asian Business Development Year 3 Semester 1 **IBB208 European Business Development** MGB207 Human Resource Issues and Strategy MGB220 **Business Research Methods** Year 3 Semester 2 **AMB210** Importing and Exporting Year 3 Semester 2 **IBB317** replaced by MGB340 International Business in

the Asia-Pacific

OR

IBB308 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

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): MGB201 Contemporary Employment Relations

MGB218 Managing Business Growth

MGB314 Organisational Consulting and Change

MGB315 Personal and Professional Development
IBB205 Intercultural Communication and Negotiation

Skills

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

DOD 455	D				
BSB123	· · · · · · · · · · · · · · · · · · ·		nd Finance Core units		
	BSB126 Marketing		is replaced by EFB222 Quantitative Methods for Economics and Finance		
Year 1 Sei		EFB102	now retitled EFB223 Economics 2		
BSB110	o		s Core units		
BSB115	Management	EFB101	is replaced by EFB222 Quantitative Methods		
Year 2 Sei	mester 1		for Economics and Finance		
BSB119	Global Business	EFB102	now retitled EFB223 Economics 2		
BSB124	Working in Business	EFB202	is replaced by EFB330 Intermediate Macroeconomics		
Year 2 Sei		EFB211	is replaced by EFB331 Intermediate Microeconomics		
BSB111	Business Law and Ethics	EFB314	is replaced by EFB336 International		
BSB113	Economics		Economics		
Year 3 Sei	mester 1	EFB329	is now EFB338 Contemporary Application of Economic		
AMB201	Marketing and Audience Research				
AMB263	Introduction To Public Relations		Electronic Business Core units		
Year 3 Sei	mester 2	BSB212	is replaced by AYB114 Business Technologies		
AMB261	Media Relations and Publicity	BSB213	is replaced by AYB115 Governance Issus and Fraud		
AMB262	Public Relations Writing	BSB314	is replaced by Forensic and Business Intelligence		
Year 4 Sei	mester 1	ITB233	is now INB312 Enterprise Systems Application		
AMB374	Global Public Relations Cases	ITB823	is now INB830 Web Sites for E-Commerce		
AMB360	Corporate Communication Management	ITB239	is now INB342 Enterprise Data Mining		
Year 4 Semester 2					
Year 4 Sei	mester 2	Human Re	esource Management Core units		
AMB379	Public Relations Campaigns	Human Re	now retitled MGB220 Business Research		
AMB379 AMB371	Public Relations Campaigns Corporate Communication Strategies		•		
AMB379	Public Relations Campaigns Corporate Communication Strategies Note:	MGB220 MGB221	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward		
AMB379 AMB371	Public Relations Campaigns Corporate Communication Strategies	MGB220 MGB221	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward hal Business Core units is replaced by EFB240 Finance for		
AMB379 AMB371 Important	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.	MGB220 MGB221 Internation IBB202	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward nal Business Core units is replaced by EFB240 Finance for International Business		
AMB379 AMB371 Important	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. odates - List of re-coded and replacement	MGB220 MGB221 Internation	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward hal Business Core units is replaced by EFB240 Finance for		
AMB379 AMB371 Important Course Up Business Faculty Co	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. odates - List of re-coded and replacement units ore units	MGB220 MGB221 Internation IBB202	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward hal Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit.		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. odates - List of re-coded and replacement units	MGB220 MGB221 Internation IBB202 IBB208	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward hal Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units is replaced by BSB124 Working in Business now retitled BSB115 Management	MGB220 MGB221 Internation IBB202 IBB208	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward hal Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward hal Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119 BSB122	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business is replaced by BSB123 Data Analysis	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward nal Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now AMB369 International Business		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119 BSB122 Accountant	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business is replaced by BSB123 Data Analysis ocy Core units	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213 IBB217	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward all Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now AMB369 International Business Strategy is replaced by MGB340 International Business		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119 BSB122 Accountant AYB121	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business is replaced by BSB123 Data Analysis ocy Core units is now AYB200 Financial Accounting AYB121	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213 IBB217 IBB300	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward nal Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now AMB369 International Business		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119 BSB122 Accountant AYB121 AYB220	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Indates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business is replaced by BSB123 Data Analysis ore units is now AYB200 Financial Accounting AYB121 is now AYB340 Company Accounting AYB220	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213 IBB217 IBB300 IBB308	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward hal Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now AMB369 International Business Strategy is replaced by MGB340 International Business in the Asia-Pacific		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119 BSB122 Accountant AYB121 AYB220 AYB301	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business is replaced by BSB123 Data Analysis ocy Core units is now AYB200 Financial Accounting AYB121 is now AYB340 Company Accounting AYB220 now retitled AYB301 Audit and Assurance	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213 IBB217 IBB300 IBB308	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward all Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now AMB369 International Business Strategy is replaced by MGB340 International Business in the Asia-Pacific ent Core units Sustainability in a Changing Environment was		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119 BSB122 Accountant AYB121 AYB220 AYB301 Advertising	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business is replaced by BSB123 Data Analysis ore Units is now AYB200 Financial Accounting AYB121 is now AYB340 Company Accounting AYB220 now retitled AYB301 Audit and Assurance	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213 IBB217 IBB300 IBB308	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward all Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now AMB369 International Business Strategy is replaced by MGB340 International Business in the Asia-Pacific		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119 BSB122 Accountant AYB121 AYB220 AYB301 Advertising AMB221	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business is replaced by BSB123 Data Analysis ocy Core units is now AYB200 Financial Accounting AYB121 is now AYB340 Company Accounting AYB220 now retitled AYB301 Audit and Assurance of Core units is now AMB318 Advertising Copywriting	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213 IBB217 IBB300 IBB308 Managem MGB310	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward all Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now AMB369 International Business Strategy is replaced by MGB340 International Business in the Asia-Pacific ent Core units Sustainability in a Changing Environment was		
AMB379 AMB371 Important Course Up Business Faculty Co BSB114 BSB115 BSB119 BSB122 Accountant AYB121 AYB220 AYB301 Advertising	Public Relations Campaigns Corporate Communication Strategies Note: Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Odates - List of re-coded and replacement units ore units is replaced by BSB124 Working in Business now retitled BSB115 Management now retitled BSB119 Global Business is replaced by BSB123 Data Analysis ore Units is now AYB200 Financial Accounting AYB121 is now AYB340 Company Accounting AYB220 now retitled AYB301 Audit and Assurance	MGB220 MGB221 Internation IBB202 IBB208 IBB210 IBB213 IBB217 IBB300 IBB308 Managem MGB310	now retitled MGB220 Business Research Methods is now MGB339 Performance and Reward all Business Core units is replaced by EFB240 Finance for International Business IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and Exporting is now AMB336 International Marketing IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au) is now AMB369 International Business Strategy is replaced by MGB340 International Business in the Asia-Pacific ent Core units Sustainability in a Changing Environment was formerly known as MGB212 and MGB334		

Duklia D. I	otione Core unite		Econometrics
	ations Core units	Human Ra	esource Management Extended Major (HRX)
AMB260 AMB360	is replaced by AMB263 Introduction to Public Relations is replaced by AMB373 Corporate	MGB315	is now MGB370 Peronsal and Professional Development
AMB361	Communication is replaced by AMB379 Public Relations	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
711112001	Campaigns	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
Business I	Law and Tax Extended Major (BLX)		•
AYB223	replaced by AYB230 Corporations Law		nal 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 IBB312	now retitled AMB230 Digital Promotions is replaced by AMb300 Independent Project 1
Profession	nal Accounting Extended Major (PAX)		
AYB223	is replaced by AYB230 Corporations Law	Managem	ent Extended Major (MNX)
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
Advertising	g Extended Major (ADX)	MGB218	is now MGB324 Managing Business Growth
AMB230 AMB330	now retitled AMB230 Digital Promotions now retitled AMB330 Advertising Planning	MGB315	is now MGB370 Personal & Professional Development
7 IIVIDOOO	Portfolio	IBB210	is replaced by AMB210 Importand and Exporting
Banking E	xtended Major (BFX)	IBB303	is now AMB303 International Logistics
AYB312	is now AYB232 Financial Institutions Law	Marketing	Extended Major (MICY)
EFB200	is replaced by EFB333 Introductory Econometrics	AMB251	Extended Major (MKX) now retitled AMB251 Innovation and Brand
EFB318	is replaced by EFB335 Investments		Management
Financial Economics Extended Major (FEX) (for Banking &		AMB260	is replaced by AMB263 Introduction to Public Relations
Finance S		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	IBB213	is now AMB336 International Marketing
	Microeconomics	IBB303	is now AMB303 International Logistics
EFB325	is replaced by EFB336 International Economics	Public Rel	ations Extended Major (PRX)
EFB318	is replaced by EFB335 Investments	AMB370	is replaced by AMB374 Global Public Relations Cases
EFB324	isreplaced by EFB337 Game Theory and Applications	AMB371	is replaced by AMB375 Public Relations Management
Financial E Students)	Economics Extended Major (FEX) (for Economics	Business I	Law and Tax Specialisation (BLS)
EFB200	s replaced by EFB333 Introductory	AYB223	is replaced by AYB230 Corporations Law
LI DZ00	Econometrics	AYB325	is now AYB219 Taxation Law
EFB324	is replaced by EFB201 Financial Markets	AYB305	is now AYB205 Company Law & Practice
EFB325	is replaced by EFB337 Game Theory and	AYB312	is now AYB232 Financial Institutions Law
	Applications	BSB213	is now AYB115 Governance Issues in E- Business
	nagement Extended Major (FDX)	Clasters.	Pusiness Charielisetian (EUO)
EFB318	is replaced by EFB335 Investments		Business Specialisation (EUS)
AYB312	is now AYB232 Financial Institutions Law	BSB212	is replaced by AYB114 Business Technologies
EFB200	is eplaced by EFB333 Introductory	BSB213	is replaced by AYB115 Governance Issues and

FACULIT O	г виз			
Fraud	INB103	Industry Insights		
is replaced by AYB341 Forensic and Business	INB250	Systems Architecture		
-	BBUS	JS Business Faculty Core Unit		
Applications	BBUS	Business Faculty Core Unit		
is now INB830 Web Sites for E-Commerce	Year 1, So	Year 1, Semester 2		
is now INB342 Enterprise Data Mining	INB210	Databases		
Economics Specialisation (FES)	INB251	Networks		
·	BBUS	Business Faculty Core Unit		
is replaced by EFB330 Intermediate Macroeconomics	BBUS	Business Faculty Core Unit		
	Year 2, So	Year 2, Semester 1		
Microeconomics	INB104	Building IT Systems		
is now 338 Contemporary Applications of Economics		Choose one unit from: Intermediate Level Elective list. This choice will replace ITB008		
· ·	DDIIC	from 2009 course summary.		
is replaced by EFB201 Financial Markets		Business Faculty Core Unit Business Faculty Core Unit		
	BBUS	Business Faculty Core Utilit		
лерносионо — — — — — — — — — — — — — — — — — —	Year 2, So	emester 2		
Marketing Communication Specialisation (IMS)	INB270	Programming		
is replaced by AMB263 Introduction to Public	INB271	The Web		
	BBUS	Business Unit		
· ·	BBUS	Business Unit		
	Year 3. So	emester 1		
· /	, , ,	IT Major Unit		
•		IT Major Unit		
	BBUS	Business Faculty Core Unit		
is replaced by AMB210 Importing and	BBUS	Business Faculty Core Unit		
is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project	Year 3 Se	Year 3 Semester 2		
	INB301	The Business of IT		
Management (onered Sent 1 & 2)		IT Major Unit		
cialisation (SALES)	BBUS	Business Faculty Major Unit		
now retitled AMB230 Digital Promotion	BBUS	Business Faculty Major Unit		
is replaced by MGB225 Intercultural	Year 4, So	emester 1		
Communication and regulation office	INB302	Capstone Project		
al Exchange Specilisation (IEX)		IT Major Unit		
is now MGB225 Intercultural Communication	BBUS	Business Faculty Major Unit		
and Negotiation Skills	BBUS	Business Faculty Major Unit		
IX33 - Bachelor of Business/Bachelor of Information		· · ·		
gy Course structure 2009	Year 4, So			
ructure 2009		IT Major Unit		
From semester one, 2009 this course will not	BB	IT Major Unit		
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.		Business Faculty Major Unit		
		Business Faculty Major Unit		
		IX33 - Bachelor of Business/Bachelor of Information Technology Course structure 2008		
	is replaced by AYB341 Forensic and Business Intelligence is now INB312 Enterprise Systems Applications is now INB830 Web Sites for E-Commerce is now INB342 Enterprise Data Mining Economics Specialisation (FES) is replaced by EFB223 Economics 2 is replaced by EFB330 Intermediate Macroeconomics is replaced by EFB331 Intermediate Microeconomics is now 338 Contemporary Applications of Economics is replaced by EFB331 Intermediate Microeconomics is replaced by EFB336 International Economics is replaced by EFB337 Game Theory and Applications Marketing Communication Specialisation (IMS) is replaced by AMB263 Introduction to Public Relations now retitled AMB230 Digital Promotions is now AMB208 Events Marketing al Logistics Specialisation (ILG) is now AMB303 International Logistics is replaced by AYB341 Forensic and Business Intelligence is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2) cialisation (SALES) now retitled AMB230 Digital Promotion is replaced by MGB225 Intercultural Communication and Negotiation Skills al Exchange Specilisation (IEX) is now MGB225 Intercultural Communication and Negotiation Skills helor of Business/Bachelor of Information by Course structure 2009 From semester one, 2009 this course will not be available for commencing students. IX33 will only be available for continuing students. IX38 New students - please refer to IX58. Please contact fit.enquiry@qut.edu.au for any	is replaced by AYB341 Forensic and Business Intelligence is now INB312 Enterprise Systems Applications is now INB330 Web Sites for E-Commerce is now INB330 Web Sites for E-Commerce is now INB342 Enterprise Data Mining INB250 INB251 is replaced by EFB233 Conomics 2 BBUS is replaced by EFB233 Conomics 2 BBUS is replaced by EFB330 Intermediate Macroeconomics is replaced by EFB331 Intermediate Microeconomics is replaced by EFB331 Intermediate Microeconomics is replaced by EFB331 Intermediate Microeconomics is replaced by EFB337 Game Theory and Applications FB201 Financial Markets is replaced by EFB337 Game Theory and Applications Marketing Communication Specialisation (IMS) is replaced by AMB263 Introduction to Public Relations now retitled AMB230 Digital Promotions is now AMB208 Events Marketing BBUS is replaced by AYB341 Forensic and Business Intelligence is replaced by AMB252 Business Decision Making (offered Sem 2): OR M6B335 Project Management (offered Sem 1 & 2) cialisation (SALES) now retitled AMB230 Digital Promotion is replaced by MGB225 Intercultural Communication and Negotiation Skills in now AGB225 Intercultural Communication and Negotiation Skills is now MGB225 Intercultural Communication and Negotiation Skills is now MGB225 Intercultural Communication and Negotiation Skills is now MGB225 Intercultural Communication and Negotiation Skills BBUS BBUS BBUS BBUS BBUS BBUS BBUS BBU		

Year 1, Semester 1

Year 1, Semester 1

	FACULTY	O F	BUS	INESS	
ITB002	IT Professional Studies		ITB005	Systems Architecture	
ITB005	Systems Architecture		BBUS	Business Faculty Core Unit	
BBUS	Business Faculty Core Unit		BBUS	Business Faculty Core Unit	
BBUS	Business Faculty Core Unit		V 4.0	·	
V 4.0			Year 1, Se		
Year 1, Se			ITB004	Database Systems	
ITB004	Database Systems		ITB006	Networks	
ITB006	Networks		BBUS	Business Faculty Core Unit	
BBUS	Business Faculty Core Unit		BBUS	Business Faculty Core Unit	
BBUS	Business Faculty Core Unit		Year 2, Semester 1		
Year 2, Se	emester 1		ITB001	Problem Solving and Programming	
ITB001	Problem Solving and Programming		ITB008	Modelling Analysis and Design	
ITB008	Modelling Analysis and Design		BBUS	Business Faculty Core Unit	
BBUS	Business Faculty Core Unit		BBUS	Business Faculty Core Unit	
BBUS	Business Faculty Core Unit		Year 2, Se	emester 2	
Year 2, Se	emester 2		ITB003	Object Oriented Programming	
ITB003	Object Oriented Programming		ITB007	Web Development	
ITB007	Web Development		BBUS	Business Unit	
BBUS	Business Unit		BBUS	Business Unit	
BBUS	Business Unit				
			Year 3, Semester 1		
Year 3, Se				IT Major Unit	
	IT Major Unit			IT Major Unit	
	IT Major Unit		BBUS	Business Faculty Core Unit	
BBUS	Business Faculty Core Unit		BBUS	Business Faculty Core Unit	
BBUS	Business Faculty Core Unit		Year 3 Semester 2		
Year 3 Se	emester 2		ITB009	Core Project Initiation	
ITB009	Core Project Management			IT Major Unit	
	IT Major Unit		BBUS	Business Faculty Major Unit	
BBUS	Business Faculty Major Unit		BBUS	Business Faculty Major Unit	
BBUS	Business Faculty Major Unit		V1 C		
V 1 C			Year 4, Se		
Year 4, Se			ITB010	Core Project Implementation	
ITB010	Core Project Implementation		DDLIC	IT Major Unit	
DDLIC	IT Major Unit		BBUS	Business Faculty Major Unit	
BBUS	Business Faculty Major Unit		BBUS	Business Faculty Major Unit	
BBUS	Business Faculty Major Unit		Year 4, Se	emester 2	
Year 4, Se	emester 2			IT Major Unit	
	IT Major Unit			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

Potential Careers:

BBUS

BBUS

Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Computer Games Developer, Computer Salesperson/Marketer, Corporate Secretary, Database Manager, Economist, Electronic Commerce Developer,

Business Faculty Major Unit

Business Faculty Major Unit

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 Kavoos 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

Either KPB150 or KVB104: Production **SELECT** KVB104 Photomedia and Artistic Practice **KPB150** Foundations of Multi-platform Production Photomedia and Artistic Practice **KVB104** Year 1, Semester 2 **Business Faculty Core Unit** Year 1, Semester 2 **Business Faculty Core Unit Business Faculty Core Unit** KCB103 Strategic Speech Communication **Business Faculty Core Unit** KKB102 Creative Industries: Making Connections KCB103 Strategic Speech Communication KKB102 Creative Industries: Making Connections Year 2. Semester 1 **Business Faculty Core Unit** Year 2, Semester 1 **Business Faculty Core Unit Business Faculty Core Unit** KKB221 Approaching Interdisciplinarity **Business Faculty Core Unit** SELECT Creative Industries Major: First Unit Approaching Interdisciplinarity **KKB221 SELECT** Creative Industries Major: First Unit Year 2, Semester 2 **Business Faculty Core Unit** Year 2, Semester 2 **Business Faculty Core Unit Business Faculty Core Unit** KKB222 Interdisciplinarity in Practice **Business Faculty Core Unit SELECT** Creative Industries Major: Second Unit **KKB222** Interdisciplinarity in Practice **SELECT** Creative Industries Major: Second Unit Year 3, Semester 1 **Business Faculty Major Unit** Year 3, Semester 1 **Business Faculty Major Unit Business Faculty Major Unit SELECT** Creative Industries Major: Third Unit **Business Faculty Major Unit SELECT** Creative Industries Major: Fourth Unit **SELECT** Creative Industries Major: Third Unit **SELECT** Creative Industries Major: Fourth Unit Year 3, Semester 2 **Business Faculty Major Unit** Year 3, Semester 2 **Business Faculty Major Unit Business Faculty Major Unit SELECT** Creative Industries Major: Fifth Unit **Business Faculty Major Unit** SELECT Creative Industries Major: Sixth Unit **SELECT** Creative Industries Major: Fifth Unit **SELECT** Creative Industries Major: Sixth Unit Year 4, Semester 1 **Business Faculty Major Unit** Year 4, Semester 1 **Business Faculty Major Unit Business Faculty Major Unit SELECT** Creative Industries Major: Seventh Unit **Business Faculty Major Unit SELECT** A Transitions to New Professional **SELECT** Creative Industries Major: Seventh Unit **Environments Unit** A Transitions to New Professional SELECT **Environments Unit** Year 4, Semester 2 **Business Faculty Major Unit** Year 4, Semester 2 **Business Faculty Major Unit Business Faculty Major Unit** SELECT Creative Industries Major: Eighth Unit **Business Faculty Major Unit** SELECT A Transitions to New Professional **SELECT** Creative Industries Major: Eighth Unit **Environments Unit** A Transitions to New Professional **SELECT Environments Unit** Course structure for students who commenced in 2009 **Communication Design course structure for students** Year 1, Semester 1 who commenced in 2008 **Business Faculty Core Unit** Year 1, Semester 1 **Business Faculty Core Unit**

KKB101

Creative Industries: People and Practices

KKB101

Creative Industries: People and Practices

FACULTY OF BUSINESS KIB101 Visual Communication Year 2. Semester 2 KWB102 Media Writing Year 1, Semester 2 **SELECT** Either KJB224 or KWB106: KKB102 Creative Industries: Making Connections KJB224 **Feature Writing** KIB102 Visual Interactions **KWB106** Corporate Writing and Editing Year 2, Semester 1 Year 3, Semester 1 SELECT A Creative Industries Unit Option **SELECT** A Creative Industries Unit Option KIB103 Introduction to Web Design and Development KWB207 **Great Books: Creative Writing Classics** Year 2, Semester 2 Year 3, Semester 2 **SELECT** A Creative Industries Unit Option **SELECT** A Creative Industries Unit Option KIB104 Digital Media **KWB206** Youth and Children's Writing Year 3, Semester 1 Year 4, Semester 1 **KIB214** Design for Interactive Media KWB211 Stylistics and Poetics **SELECT** Either KIB230 or KKB216: KWB313 Novel and Memoir KIB230 Interface and Information Design **KKB216** Graphical Development Environments for Year 4, Semester 2 Media Interaction **KWB205** Creative Writing Project 1 Year 3, Semester 2 **KWB303** Writing and Publishing Industry **KIB216** Advanced Web Design Dance course structure for students who commenced **SELECT** Either KIB205 or KVB204: in 2008 **KIB205** Programming for Visual Designers and Artists Year 1, Semester 1 **KVB204** Graphic Design **KDB103** Dance Technique Studies 1 Year 4, Semester 1 KKB101 Creative Industries: People and Practices **KIB315** Contemporary Issues in Digital Media Year 1, Semester 2 **SELECT** Either KIB309 or KIB335: **KDB104** Dance Technique Studies 2 **KIB309 Embodied Interactions** KKB102 Creative Industries: Making Connections **KIB335** Typography and Illustration Year 2, Semester 1 Year 4, Semester 2 **KDB105** Architecture of the Body KIB322 **Design Project KDB213** Dance Technique Studies 3 Either KIB314 or KKB338: **SELECT KIB314** Tangible Media Year 2, Semester 2 **KIB338** Print Media **KDB107** Choreographic Studies 1 **KDB214** Dance Technique Studies 4 Creative Writing course structure for students who commenced in 2008 Year 3, Semester 1 Year 1. Semester 1 **KDB110** Deconstructing Dance in History KKB101 Creative Industries: People and Practices KDB207-1 Choreographic Studies 2 KWB101 Introduction to Creative Writing Year 3, Semester 2 Year 1, Semester 2 **KDB106 Dance Analysis** KKB102 Creative Industries: Making Connections KDB207-2 Choreographic Studies 2 KWB104 Creative Writing: The Short Story **KDB208** Integrated Professional Skills Year 2, Semester 1 Year 4, Semester 1 KWB103 A Creative Industries Unit Option Persuasive Writing **SELECT** KWB107 Creative Non-Fiction KDB108 World Dance

FACULTY OF BUSINESS KKB221 Approaching Interdisciplinarity Year 4. Semester 2 **SELECT** Creative Industries co-major: First Unit **SELECT** A Creative Industries Unit Option KDB204 **Australian Dance** Year 2, Semester 2 Drama course structure for students who commenced **KKB222** in 2008 **SELECT** Year 1, Semester 1 Year 3, Semester 1 KKB101 Creative Industries: People and Practices **SELECT** KTB101 20th Century Performance **SELECT** Year 1, Semester 2 Year 3, Semester 2 KKB102 Creative Industries: Making Connections **SELECT** KTB104 Performance Innovation **SELECT** Year 2, Semester 1 Year 4, Semester 1 KTB102 **Process Drama SELECT** Unit KTB103 Performing Skills 1: Character and Scene **SELECT** Year 2, Semester 2 Year 4. Semester 2 KTB105 Production 1: Story Making **SELECT** KTB106 Performing Skills 2: Style and Form Unit **SELECT** Year 3, Semester 1 **SELECT** A Creative Industries Unit Option KTB206 The Creating Body Year 3, Semester 2 Year 1, Semester 1 **SELECT** A Creative Industries Unit Option KKB101 KTB207 Staging Australia **KCB101** Texts Year 4, Semester 1 Year 1, Semester 2 KTB204 **Understanding Performance** KKB102 KTB301 Performing Self **KCB104** Industries Year 4, Semester 2 KTB303 Production 3: Interpreting and Adapting Year 2, Semester 1 KTB305 The Entrepreneurial Artist KCB102 KCB103 Interdisciplinary course structure for students who commenced in 2008 Year 2, Semester 2 Year 1, Semester 1 KCB105 KKB101 Creative Industries: People and Practices KCB202 **SELECT** Either KPB101 or KVB104: Year 3, Semester 1 **KPB101** Introduction to Film, TV and New Media Production KCB201 **KVB104** Photomedia and Artistic Practice KCB304 Year 1, Semester 2 Year 3, Semester 2 KKB102 Creative Industries: Making Connections

KCB103

Year 2, Semester 1

Strategic Speech Communication

Interdisciplinarity in Practice Creative Industries co-major: Second Unit Creative Industries co-major: Third Unit Creative Industries co-major: Fourth Unit Creative Industries co-major: Fifth Unit Creative Industries co-major: Sixth Unit Transitions to New Professional Environment Creative Industries co-major: Seventh Unit Transitions to New Professional Environment Creative Industries co-major: Eighth Unit Media and Communication course structure for students who commenced in 2008 Creative Industries: People and Practices Introduction to Media and Communication: Creative Industries: Making Connections Introduction to Media and Communications: Media Myth Busting 1 Strategic Speech Communication Media Myth Busting 2 New Media 2: Applications and Implications New Media 1: Information and Knowledge Managing Communication Resources KCB203 Consumption Matters: Consumer Cultures and Identity SELECT Either KCB205 or a Creative Industries Unit Option: **KCB205 Professional Communication**

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: Music Production 2 KMB111 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

A Music Unit Option (List A) **SELECT**

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 Music and Sound Production 1 **KMB119 KMB122** Music and Sound Concepts 1 **KMB200** Music Scenes and Subcultures KMB206 Jazz and Popular Musicianship **KMB207** Cross Cultural Musicianship KMB209 Conducting

Multi-Instrumental Music B

KMB213

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 Music Production 1 KMB110

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 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:

Entrepreneurship and Investment

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

Typography and Illustration

SELECT Either KIB309 or KIB335: KIB309 Embodied Interactions

Year 4, Semester 2

KIB335

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 PoeticsKWB313 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 Nonfiction: 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 Nonfiction: 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 2SELECT A Creative Industries Core Unit

Year 2, Semester 1

KDB105 Architecture of the BodyKDB213 Dance Technique Studies 3

Year 2, Semester 2

KDB107 Choreographic Studies 1KDB214 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 2KDB208 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	O F	BUSI	NESS
SELECT	A Creative Industries Core Unit		KMB129	Music and Sound Production 2
KMB105	Music and Sound Technology		KMB132	Music and Sound Concepts 2
SELECT	KMB005-2 if KMB005-1 was completed in		KMB205	Sound Media Musicianship
	semester 1:		KMB208	Contemporary Art Music Musicianship
KMB005-2	Group Music		KMB212	Arranging
Year 2, Sei	mester 1		KMB301	The Music Industry
KMB130	Core Musicianship 1			*Please note: KMB106 will be discontinued at
SELECT	Either KMB110 or KMB120:			the end of 2010 and replaced by KMB252.
KMB110	Music Production 1		Sound Des	ign course structure for students who
KMB120	Music Performance 1		commence	ed in 2007
			Year 1, Sei	mactar 1
Year 2, Sei			SELECT	A Creative Industries Core Unit
KMB131	Core Musicianship 2		KMB105	Music and Sound Technology
SELECT	Either KMB111 or KMB121:		KIND 103	Music and Journa Technology
KMB111	Music Production 2		Year 1, Sei	mester 2
KMB121	Music Performance 2		SELECT	A Creative Industries Core Unit
Year 3, Sei	mester 1		KMB106	Music and Sound for Multimedia
SELECT	A Music Unit Option (List A)			*Please note: KMB106 will be discontinued at
KMB214-1	Music and Sound: Principal Study A			the end of 2010 and replaced by KMB252.
\\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \			Year 2, Sei	mester 1
Year 3, Sei			KMB104	Music and Sound Skills
SELECT	A Music Unit Option (List B)		KMB110	Music Production 1
KMB214-2	Music and Sound: Principal Study A		Year 2, Sei	mantar 2
Year 4, Sei	mester 1		KMB107	Sound, Image, Text
SELECT	A Creative Industries Unit Option		KMB111	Music Production 2
SELECT	A Music Unit Option (List A)		KINDIII	Music Floudction 2
Voor 1 Sou	montar 2		Year 3, Sei	mester 1
Year 4, Sei			SELECT	A Sound Design Unit Option (List A)
SELECT	A Creative Industries Unit Option A Music Unit Option (List B)		KMB214-1	Music and Sound: Principal Study A
SELECT	A Music Offic Option (List B)		Year 3, Sei	mester 2
LIST A: Mu	sic Unit Options		KMB205	Sound Media Musicianship
KMB003	Sex Drugs Rock 'n' roll		KMB214-2	Music and Sound: Principal Study A
KMB004	World Music			· · · · ·
KMB108	Sound Recording and Acoustics		Year 4, Sei	
KMB113	Multi-Instrumental Music A		SELECT	A Creative Industries Unit Option
KMB119	Music and Sound Production 1		SELECT	A Creative Industries Unit Option
KMB122	Music and Sound Concepts 1		Year 4, Sei	mester 2
KMB200	Music Scenes and Subcultures		KMB301	The Music Industry
KMB206	Jazz and Popular Musicianship		SELECT	A Sound Design Unit Option (List B)
KMB207	Cross Cultural Musicianship			
KMB209	Conducting			und Design Unit Options
KMB213	Multi-Instrumental Music B		KIB103	Introduction to Web Design and Development
LIST B: Mu	sic Unit Options		KIB108	Animation History and Practices
KMB002	Music and Spirituality		KMB003	Sex Drugs Rock 'n' roll
KMB106	Music and Spirituality Music and Sound for Multimedia		KMB004	World Music
KMB107	Sound, Image, Text		LIST B: So	und Design Unit Options
KMB107	Sound Recording and Acoustics		KCB202	New Media 2: Applications and Implications
	countries and Acoustics			, ,

KIB104 Digital MediaKIB105 Animation and Motion GraphicsKPB101 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.	KWB103	Persuasive Writing
KID40E		KWB104	Creative Writing: The Short Story
KIB105	Animation and Motion Graphics	KWB106	Corporate Writing and Editing
KIB108	Animation History and Practices	KWB107	Creative Non-Fiction
KIB203	Introduction to 3D Computer Graphics	KWB206	Youth and Children's Writing
KIB225	Character Development, Conceptual Design and Animation Layout	KWB207	Great Books: Creative Writing Classics
KIB316	Virtual Environments	KWB211	Stylistics and Poetics
KIB325	Real-Time 3D Computer Graphics	KWB303	Writing and Publishing Industry
KVB105	Drawing for Design	KWB313	Novel and Memoir
KVB106	Drawing for Animation	Danca Stu	diaa

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

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 DanceKDB109 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

CELECT	Fither KCB102 or KIB101	AMD 207	Entertainment Marketing
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?Entertain ment?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
		KCB301	Media Audiences
KIB101	Visual Communication	KPB101	Introduction to Film, TV and New Media
KIB103	Introduction to Web Design and Development	KEDIUI	Production
KVB306	Video Art and Culture	KWB102	Media Writing
Drama			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.

Consumption Matters: Consumer Cultures and KCB203 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

	Production		a media profile.	
KPB104	PB104 Film and Television Production Resource Management		Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to	
KPB105	Narrative Production		undertaking this major.	
KPB109	Film and TV History	SELECT	Either KCB102 or KJB101:	
KPB110	The Movie, TV & New Media Business	KCB102	Media Myth Busting 1	
KPB112	TV and Film Genres	KJB101	Digital Journalism	
KPB113	TV and Film Text Analysis	KJB120	Newswriting	
KPB202	Film and Television Business Skills:	KCB104	Introduction to Media and Communications: Industries	
	Entrepreneurship and Investment	1415404		
KPB203	Australian Film	KJB121	Journalistic Inquiry	
KPB205	Documentary Theory and Practice	KCB103	Strategic Speech Communication	
KPB206	International Cinema	KJB224	Feature Writing	
KPB212	Australian Film and TV	KJB239	Journalism Ethics and Issues	
KPB303		SELECT	Either KFB205 or KJB280:	
	Critical Thinking About Television	KFB205	Fashion and Style Journalism	
KPB313	How to be a Producer	KJB280	International Journalism	
Interactive and Visual Design		KCB301	Media Audiences	
	· ·			
	Description: This major will provide you with	KCB302	Political Communication	

Description: This 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 major.

KIB101	Visual Communication
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 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 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,

Literary Studies

SELECT

KCB304

KJB337

Description: The aims of this 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 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 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)

Either KCB304 or KJB337:

Public Affairs Reporting

Managing Communication Resources

Zuth Century) **KWB209** Shakespeare, Then and Now **KWB308** Wonderlands: Literature and Culture in the 19th Century **KWB309** Popular Fictions, Popular Culture

Music

Description: This 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 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

Advertising Planning Portfolio **AMB330**

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

Drawing for Animation

Art and Design History

KVB106

DAB325

KVB306

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.

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

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 and 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.		communication and creative practice. Assumed Knowledge: There is no specknowledge required as a prerequisite to
	KWB101	Introduction to Creative Writing		undertaking this second major.
	KWB102	Media Writing	KCB101	Introduction to Media and Communicat
	KWB103	104 Creative Writing: The Short Story 106 Corporate Writing and Editing 107 Creative Non-Fiction		Texts
	KWB104		SELECT:	Either KCB102 or KJB101:
			KCB102	Media Myth Busting 1
	KWB106		KJB101	Digital Journalism
	KWB107		SELECT	Either KCB104 or KPB110:
	KWB206		KCB104	Introduction to Media and Communica Industries
	KWB207	Great Books: Creative Writing Classics		
	KWB211	Stylistics and Poetics	KPB110	The Movie, TV & New Media Business
	KWB303	Writing and Publishing Industry	KCB201	New Media 1: Information and Knowled
	KWB313	Novel and Memoir	KCB202	New Media 2: Applications and Implica
	Dance Stud	ce Studies		Consumption Matters: Consumer Cultu Identity

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.

RDD100	Barroc reorningue otadico i
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

Dance Technique Studies 1

Digital Media

KDB103

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

	Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.
1	Introduction to Media and Communication: Texts

Media and Communications:

& New Media Business Information and Knowledge Applications and Implications Matters: Consumer Cultures and KIB101 Visual Communication **KIB103** Introduction to Web Design and Development **KVB306** Video Art and Culture

Drama

KDB225

KTB306

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 performancemaking 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.

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

Music Theatre Skills

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

Directing for Performance Events and Festivals

AMB207	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. Entertainment Marketing		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,
BSB126	Marketing		portfolio development and fashion journalism.
KXB101	Introduction to Entertainment		Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to
KXB102	Global Entertainment		undertaking this second major.
KXB201	Entertainment Practice: Balancing Creativity and Business	KCB203	Consumption Matters: Consumer Cultures and Identity
KXB301	Entertainment Industries Map	KFB103	Introduction to Fashion
LWS008	Entertainment Law	KFB106	Unspeakable Beauty: A History of Fashion and
SELECT	One of the following units:	KFB107	Style
AMB200	Consumer Behaviour		Drawing For Fashion
KCB301	Media Audiences	KFB205	Fashion and Style Journalism
KPB101	Introduction to Film, TV and New Media	KFB206	Fashion and Modernity
	Production	KFB207	Contemporary Fashion
KWB102	Media Writing	KFB208	Fashion Portfolio
	Note: KXB301 will first be offered in 2012. LWS008 will first be offered in 2011.	KFB209	Ragtrade: Wholesaling Fashion
		KFB304	Fashion, Law and the Real World
Entreprene	eurship	KVB213	Graphic Investigation
	Assumed Knowledge: There is no specific prior	Film, Tele	vision and Screen
	knowledge required as a prerequisite to undertaking this second major.	,	Description: The aim of this second major is to
	unuchaking inis second major.		
AMB251	Innovation and Brand Management		provide students with a range of understandings in the theory and practice of
AMB251 BSB115			provide students with a range of understandings in the theory and practice of film, television and screen. This study area
	Innovation and Brand Management		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
BSB115	Innovation and Brand Management Management		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.
BSB115 BSB126	Innovation and Brand Management Management Marketing		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
BSB115 BSB126 MGB200	Innovation and Brand Management Management Marketing Leading Organisations		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.
BSB115 BSB126 MGB200 MGB223	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth Two units from the Advanced AMB Unit Options list OR two units from the Advanced	KPB101	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
BSB115 BSB126 MGB200 MGB223 MGB324	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth Two units from the Advanced AMB Unit Options list OR two units from the Advanced MGB Unit Options list	KPB101 KPB104	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. Introduction to Film, TV and New Media
BSB115 BSB126 MGB200 MGB223 MGB324	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth Two units from the Advanced AMB Unit Options list OR two units from the Advanced		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. Introduction to Film, TV and New Media Production Film and Television Production Resource
BSB115 BSB126 MGB200 MGB223 MGB324	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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	KPB104	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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):	KPB104 KPB105	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management	KPB104 KPB105 KPB109	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT AMB240 AMB336	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management International Marketing	KPB104 KPB105 KPB109 KPB110	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History The Movie, TV & New Media Business
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT AMB240 AMB336	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management International Marketing Services Marketing Advanced MGB Unit Options (MGB310 is mandatory):	KPB104 KPB105 KPB109 KPB110 KPB112	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History The Movie, TV & New Media Business TV and Film Genres TV and Film Text Analysis Film and Television Business Skills:
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT AMB240 AMB336 AMB340	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management International Marketing Services Marketing Advanced MGB Unit Options (MGB310 is mandatory): Managing Operations Intercultural Communication and Negotiation	KPB104 KPB105 KPB109 KPB110 KPB112 KPB113	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History The Movie, TV & New Media Business TV and Film Genres TV and Film Text Analysis
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT AMB240 AMB336 AMB340 MGB210 MGB225	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management International Marketing Services Marketing Advanced MGB Unit Options (MGB310 is mandatory): Managing Operations Intercultural Communication and Negotiation Skills	KPB104 KPB105 KPB109 KPB110 KPB112 KPB113 KPB202	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History The Movie, TV & New Media Business TV and Film Genres TV and Film Text Analysis Film and Television Business Skills: Entrepreneurship and Investment
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT AMB240 AMB336 AMB340	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management International Marketing Services Marketing Advanced MGB Unit Options (MGB310 is mandatory): Managing Operations Intercultural Communication and Negotiation Skills Sustainability in A Changing Environment	KPB104 KPB105 KPB109 KPB110 KPB112 KPB113 KPB202	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History The Movie, TV & New Media Business TV and Film Genres TV and Film Text Analysis Film and Television Business Skills: Entrepreneurship and Investment Documentary Theory and Practice
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT AMB240 AMB336 AMB340 MGB210 MGB225	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management International Marketing Services Marketing Advanced MGB Unit Options (MGB310 is mandatory): Managing Operations Intercultural Communication and Negotiation Skills Sustainability in A Changing Environment Note: AMB230, EFB210, MGB207, MGB216, MGB222 and MGB335 are permitted to count	KPB104 KPB105 KPB109 KPB110 KPB112 KPB113 KPB202 KPB205 KPB206	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History The Movie, TV & New Media Business TV and Film Genres TV and Film Text Analysis Film and Television Business Skills: Entrepreneurship and Investment Documentary Theory and Practice International Cinema
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT AMB240 AMB336 AMB340 MGB210 MGB225	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management International Marketing Services Marketing Advanced MGB Unit Options (MGB310 is mandatory): Managing Operations Intercultural Communication and Negotiation Skills 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	KPB104 KPB105 KPB109 KPB110 KPB112 KPB113 KPB202 KPB206 KPB212	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History The Movie, TV & New Media Business TV and Film Genres TV and Film Text Analysis Film and Television Business Skills: Entrepreneurship and Investment Documentary Theory and Practice International Cinema Australian Film and TV
BSB115 BSB126 MGB200 MGB223 MGB324 SELECT AMB240 AMB336 AMB340 MGB210 MGB225	Innovation and Brand Management Management Marketing Leading Organisations Entrepreneurship and Innovation Managing Business Growth 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): Marketing Planning and Management International Marketing Services Marketing Advanced MGB Unit Options (MGB310 is mandatory): Managing Operations Intercultural Communication and Negotiation Skills Sustainability in A Changing Environment Note: AMB230, EFB210, MGB207, MGB216, MGB222 and MGB335 are permitted to count	KPB104 KPB105 KPB109 KPB110 KPB112 KPB113 KPB202 KPB205 KPB206 KPB212 KPB303	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. Introduction to Film, TV and New Media Production Film and Television Production Resource Management Narrative Production Film and TV History The Movie, TV & New Media Business TV and Film Genres TV and Film Text Analysis Film and Television Business Skills: Entrepreneurship and Investment Documentary Theory and Practice International Cinema Australian Film and TV Critical Thinking About Television

Game Design

Description: This second major has been designed to offer a mix of theoretical and

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

Integrated Marketing Communication

AMB202

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

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.

	andortaking tillo oodona 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

	17702110		
	provide graduates with an understanding of the social and historical context of literary and	MAB480	Introduction to Scientific Computation
	popular written texts; to provide some understanding of the major approaches in	Music	
	literary theory. Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.		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
KWB108	Introduction To Literary Studies		support a career in music within administrative, business, or organisational areas.
KWB109	Writing Australia		Assumed Knowledge: There is no specific prior
KWB206 KWB207	Youth and Children's Writing Great Books: Creative Writing Classics		knowledge required as a prerequisite to undertaking this second major.
KWB208	Modern Times (Literature and Culture in the	KDB225	Music Theatre Skills
	20th Century)	KKB345	Creative Industries Project 1
KWB209	Shakespeare, Then and Now	KMB003	Sex Drugs Rock 'n' roll
KWB308	Wonderlands: Literature and Culture in the 19th Century	KMB004	World Music
KWB309	Popular Fictions, Popular Culture	KMB107	Sound, Image, Text
		KMB119	Music and Sound Production 1
Marketing		KMB122	Music and Sound Concepts 1
AMB200	Consumer Behaviour	KMB129	Music and Sound Production 2
AMB201	Marketing and Audience Research	KMB132	Music and Sound Concepts 2
AMB202	Integrated Marketing Communication	KMB200	Music Scenes and Subcultures
AMB240	Marketing Planning and Management	KMB301	The Music Industry
AMB335	E-marketing Strategies		* KMB200 will be offered from 2011.
AMB336	International Marketing	O-1: F	·
AMB340	Services Marketing	Online En	vironments
BSB126	Marketing Note: AMB359 is permitted to count towards		Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.
	the completion of this unit set if completed in 2009 or earlier.	INB104	Building IT Systems
Mathematics			Choose 3 of the following units (INB122 and INB210 cannot both be taken)
	Description: This second major aims to provide	INB122	Organisational Databases
	you with powerful tools for the analysis of	INB210	Databases
	today's complex world and give an insight into many real-world problems of significant	INB270	Programming
	importance.	INB271	The Web
	Assumed Knowledge: Sound Achievement in Senior Maths B	INB272	Interaction Design
	Instructions: Select 96 credit points from the		Choose 4 of the following INB 300-level units
	following list:	INB313	Electronic Commerce Site Development
MAB101	Statistical Data Analysis 1	INB322	Information Systems Consulting
MAB120	Algebra and Calculus	INB340	Database Design
MAB121	Calculus and Differential Equations	INB345	Mobile Devices
MAB122	Algebra and Analytic Geometry	INB346	Enterprise 2.0
MAB210	Statistical Modelling 1	INB347	Web 2.0 Applications
MAB220	Computational Mathematics 1	INB370	Software Development
MAB281	Mathematics for Computer Graphics	INB373	Web Application Development
MAB311	Advanced Calculus	Dublic Dal	ations
MAB312	Linear Algebra	Public Rel	
MAB313	Mathematics of Finance	AMB201	Marketing and Audience Research
MAB314	Statistical Modelling 2	AMB202	Integrated Marketing Communication
MAB422	Mathematical Modelling	AMB263 AMB264	Introduction To Public Relations Public Relations Techniques

	FACULTY	O F	BUS	INESS
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		KVB211	Post 1945 Art
	permitted to count towards the completion of this unit set if completed in 2009 or earlier.			Note: ITB001, ITB003,KKB210, KKB211 and KVB202 are permitted to count towards this sub-major.
Creative In	ndustries Sub-Majors			,
Art and Vis	sual Culture (KAV)		Creative a	and Professional Writing (KCW)
	Instructions: Complete any six of the below units.		KWB101	Instructions: Complete any six of the below units.
KVB102	Modernism		KWB101	Introduction to Creative Writing
KVB103	Australian Art		KWB102	Media Writing Persuasive Writing
KVB108	Contemporary Asian Visual Culture		KWB103	Creative Writing: The Short Story
KVB110	2D Media and Processes		KWB104 KWB106	Corporate Writing and Editing
KVB111	3D Media and Processes		KWB100	Creative Non-Fiction
KVB211	Post 1945 Art		KWB206	Youth and Children's Writing
KVB304	Contemporary Art Issues		IVVD200	Note: KWB204 is permitted to count towards
KVB306	Video Art and Culture			this sub-major.
Art History	, Architecture and Design (KAA)		Creative In	ndustries Management (KCI)
	Instructions: Complete any six of the below units.			Instructions: Complete any six of the below units.
DAB325	Architecture in the 20th Century		BSB115	Management
DAB420	Architecture, Culture and Space		BSB126	Marketing
DAB525	Architecture and the City		KTB104	Performance Innovation
DEB102	Introducing Design History		KTB207	Staging Australia
KVB102	Modernism		KTB210	Creative Industries Management
KVB211	Post 1945 Art		KTB211	Creative Industries Events and Festivals
KVB212	Australian Art, Architecture and Design		KTB306	Directing for Performance Events and Festivals
KVB307	Theories of Spatial Culture		MGB223	Entrepreneurship and Innovation
Communic	cation (KCN)		Dance (KI	DN)
	Instructions: Complete any six of the below units.		KDB105	Architecture of the Body
KCB101	Introduction to Media and Communication:		KDB106	Dance Analysis
NOD TO T	Texts		KDB108	World Dance
KCB103	Strategic Speech Communication		KDB109	Funk, Tap and all that Jazz
KCB104	Introduction to Media and Communications: Industries		KDB110 KDB204	Deconstructing Dance in History Australian Dance
KCB105	Media Myth Busting 2		D: 11 1 1 1 1 1	U ((/D)A)
KCB302	Political Communication		Digital Me	· · · · · · · ·
KKB004	Indigenous Creative Industries			Instructions: Complete any six of the below units.
SELECT	Either KWB102 or KWB106:		KCB102	Media Myth Busting 1
KWB102	Media Writing		KCB201	New Media 1: Information and Knowledge
KWB106	Corporate Writing and Editing		KCB202	New Media 2: Applications and Implications
Computati	onal Arts (KKC) Instructions: Complete any six of the below		KCB203	Consumption Matters: Consumer Cultures and Identity
	units.		KIB101	Visual Communication
KIB101	Visual Communication		KIB103	Introduction to Web Design and Development

KPB110	The Movie, TV & New Media Business		
KVB306	Video Art and Culture	Literary and Cultural Studies (KLC)	
			Instructions: Complete any six of the below units.
Fasnion, F	Art and Communication (KFA)	KWB103	Persuasive Writing
	Instructions: Complete any six of the below units.	KWB108	Introduction To Literary Studies
KCB203	Consumption Matters: Consumer Cultures and	KWB109	Writing Australia
	Identity	KWB206	Youth and Children's Writing
KFB103	Introduction to Fashion	KWB207	Great Books: Creative Writing Classics
KFB205	Fashion and Style Journalism	KWB208	Modern Times (Literature and Culture in the
KFB206	Fashion and Modernity		20th Century)
KVB104	Photomedia and Artistic Practice	KWB209	Shakespeare, Then and Now
KVB108	Contemporary Asian Visual Culture	KWB308	Wonderlands: Literature and Culture in the 19th Century
KVB212	Australian Art, Architecture and Design Note: KFB203 is permitted to count towards this sub-major.	KWB309	Popular Fictions, Popular Culture
	triis sub-major.	Music and	Sound Studies (KMS)
Indigenous	s Studies (KIS)		Instructions: Complete any six of the below units.
	Instructions: Complete any six of the below units.	KMB003	Sex Drugs Rock 'n' roll
EDB007	Culture Studies: Indigenous Education	KMB004	World Music
EDB038	Indigenous Australian Culture Studies	KMB107	Sound, Image, Text
EDB039	Indigenous Politics and Political Culture	KMB119	Music and Sound Production 1
EDB040	Indigenous Knowledge: Research Ethics and	KMB122	Music and Sound Concepts 1
	Protocols	KMB129	Music and Sound Production 2
EDB041	Indigenous Australia: Country, Kin and Culture	KMB301	The Music Industry
KWB109	Writing Australia Note: JSB352, KKB004 and KWB307 are permitted to count towards this sub-major.		Note: KMB002, KMB007, KMB104 and KMB204 are permitted to count towards this sub-major.
Interaction	n Design (KIN)	Performan	nce Studies (KTP)
	Instructions: Complete any six of the below units.		Instructions: Complete any six of the below units.
KIB101	Visual Communication	KTB101	20th Century Performance
KIB102	Visual Interactions	KTB102	Process Drama
KIB103	Introduction to Web Design and Development	KTB103	Performing Skills 1: Character and Scene
KIB104	Digital Media	KTB104	Performance Innovation
KIB214	Design for Interactive Media	KTB106	Performing Skills 2: Style and Form
KIB230	Interface and Information Design	KTB204	Understanding Performance
	Note: KIB210 (24 cps) is permitted to count	KTB207	Staging Australia
	towards this sub-major.	KTB209	Applied Performance
Journalism	ı (KJO)	Screen St	udies (KSC)
	Instructions: Complete any six of the below units.	Corcerrot	Instructions: Complete any six of the below units.
KFB205	Fashion and Style Journalism	KPB109	Film and TV History
KJB101	Digital Journalism	KPB112	TV and Film Genres
KJB120	Newswriting	KPB113	TV and Film Text Analysis
KJB121	Journalistic Inquiry	KPB203	Australian Film
KJB224	Feature Writing	KPB205	Documentary Theory and Practice
KJB239	Journalism Ethics and Issues	KPB206	International Cinema
KJB280	International Journalism		
KJB337	Public Affairs Reporting	Television	(KTV)
1100001	. 3		

KPB101	Introduction to Film, TV and New Media Production	A maximum of 48 credit points may be taken from the following units:	
KPB104	Film and Television Production Resource	KKB341	Workplace Learning 1
(DD 10 -	Management	KKB342	Workplace Learning 2
KPB105	Narrative Production	KKB343	Service Learning 1
KPB110	The Movie, TV & New Media Business	KKB344	Service Learning 2
KPB112	TV and Film Genres	KKB345	Creative Industries Project 1
KPB303	Critical Thinking About Television	KKB346	Creative Industries Project 2
MPORTA	NT	KKB347	Becoming A Researcher: Understandings,
	Where it allows, students can take a maximum of 8 units outside the Creative Industries		Skills and Practices
	Faculty (depending on the course the student	KKB350	Creative Industries International Study Tou
	is currently enrolled in). The following submajors/minors are offered through the Faculty of Business. Students may take only	Advertisin	ng Major
	ONE of these as a complete submajor. For	Year 1 Se	mester 1
	information about availability of non-Creative Industries Units, contact the Course	BSB113	Economics
	Coordinator	BSB126	Marketing
Advertisin	g (KAD)	Year 1 Se	mester 2
AMB200	Consumer Behaviour	BSB110	Accounting
AMB220	Advertising Theory and Practice	BSB115	Management
AMB318	Advertising Copywriting		-
AMB319	Media Planning	Year 2 Se	
AMB320	Advertising Management	BSB119	Global Business
3SB126	Marketing	BSB124	Working in Business
Entrepren	eurship (KEN)	Year 2 Se	mester 2
	Instructions: Complete any six of the below	AMB200	Consumer Behaviour
	units.	AMB220	Advertising Theory and Practice
AMB251	Innovation and Brand Management	Year 3 Se	mester 1
BSB115	Management	AMB201	Marketing and Audience Research
BSB126	Marketing	BSB111	Business Law and Ethics
MGB200	Leading Organisations	БЭБТТТ	Dusiness Law and Luncs
MGB223	Entrepreneurship and Innovation	Year 3 Se	mester 2
MGB324	Managing Business Growth	AMB318	Advertising Copywriting
	Note: BSB212 and AMB202 are permitted to be counted towards this sub-major if completed	AMB319	Media Planning
	in 2009 or earlier.	Year 4 Se	mester 1
Public Rel	ations (KPR)	AMB320	Advertising Management
AMB201	Marketing and Audience Research	AMB330	Advertising Planning Portfolio
AMB263	Introduction To Public Relations	Year 4 Se	mester 2
AMB264	Public Relations Techniques	AMB339	Advertising Campaigns
MB372	Public Relations Planning	BSB123	Data Analysis
AMB373	Corporate Communication	טטט ועט	Data Arialysis
BSB126	Marketing	Economic	s Major
	Note: AMB261 and AMB262 are permitted to	Year 1 Se	mastar 1
			meant I
	count towards this sub-major if completed in 2009 or earlier.	BSB113	Economics

Creative Industries Transitions to New Professional Environments Unit Options

Year 1 Semester 2

Data Analysis

FACULTY OF BUSINESS BSB124 Working in Business Year 2 Semester 2 AYB200 Financial Accounting Year 2 Semester 1 AYB225 Management Accounting **BSB110** Accounting **BSB111 Business Law and Ethics** Year 3 Semester 1 **AYB221** Computerised Accounting Systems Year 2 Semester 2 **EFB210** Finance 1 **EFB222** Quantitative Methods For Economics and Finance Year 3 Semester 2 **EFB223 Economics 2 AYB219 Taxation Law** Year 3 Semester 1 AYB340 Company Accounting **EFB330** Intermediate Macroeconomics Year 4 Semester 1 **EFB331** Intermediate Microeconomics AYB230 Corporations Law Year 3 Semester 2 **AYB321** Strategic Management Accounting Choice units or remaining Faculty Core Units Year 4 Semester 2 Choice units or remaining Faculty Core Units **AYB301** Audit and Assurance Year 4 Semester 1 **AYB311** Financial Accounting Issues Choice units or remaining Faculty Core Units **Finance Major** Choice units or remaining Faculty Core Units Year 1 Semester 1 Year 4 Semester 2 **BSB113 Economics EFB338** Contemporary Application of Economic Theory **BSB115** Management Choice units or remaining Faculty Core Units Year 1 Semester 2 **Choice Units BSB124** Working in Business Choose any three of the following: **BSB126** Marketing **EFB332 Applied Behavioural Economics EFB333** Introductory Econometrics Year 2 Semester 1 **EFB334 Environmental Economics and Policy BSB110** Accounting **EFB336** International Economics **BSB111 Business Law and Ethics EFB337** Game Theory and Applications Year 2 Semester 2 Remaining Faculty Core Units **BSB119 Global Business** Students must complete both remaining **BSB123 Data Analysis** Faculty Core units. Year 3 Semester 1 BSB119 **Global Business EFB210** Finance 1 BSB126 Marketing EFB222 Quantitative Methods For Economics and **Accountancy Major** Finance Year 1 Semester 1 Year 3 Semester 2 **BSB110** EFB201 **Financial Markets** Accounting **BSB115 EFB307** Finance 2 Management Year 1 Semester 2 Year 4 Semester 1 BSB123 Data Analysis **EFB223 Economics 2** BSB126 Marketing **EFB335** Investments Year 2 Semester 1 Year 4 Semester 2

International Finance

Finance Capstone

Human Resource Management Major

EFB312

EFB340

BSB111

BSB113

Business Law and Ethics

Economics

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

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

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

FACULTY OF BUSINESS AMB240 Marketing Planning and Management Year 1 Semester 2 **BSB110** Accounting Year 3 Semester 2 **BSB115** Management **AMB200** Consumer Behaviour **AMB335** E-marketing Strategies Year 2 Semester 1 BSB123 **Data Analysis** Year 4 Semester 1 BSB124 Working in Business AMB202 Integrated Marketing Communication AMB340 Services Marketing Year 2 Semester 2 **BSB111 Business Law and Ethics** Year 4 Semester 2 **BSB113 Economics AMB359** Strategic Marketing **AMB336** International Marketing Year 3 Semester 1 **EFB240** Finance for International Business AMB252 **Business Decision Making** Plus one of the following: **IBB208** Please contact the School of AMPR regarding Public Relations Major - Students who commenced in alternative unit 2007-2008 **IBB217** Please contact the School of AMPR regarding alternative unit Year 1 Semester 1 **BSB123** Data Analysis Year 3 Semester 2 **BSB126** Marketing AMB210 Importing and Exporting MGB340 International Business in the Asia-pacific Year 1 Semester 2 **BSB110** Accounting Year 4 Semester 1 **BSB115** Management AMB336 International Marketing MGB225 Intercultural Communication and Negotiation Year 2 Semester 1 Skills **BSB119 Global Business** Year 4 Semester 2 **BSB124** Working in Business **AMB303** International Logistics Year 2 Semester 2 **AMB369** International Business Strategy **BSB111 Business Law and Ethics** Marketing Major - Students who commenced in 2007-**BSB113 Economics** 2008 Year 3 Semester 1 Year 1 Semester 1 AMB201 Marketing and Audience Research BSB123 Data Analysis now replaced with AMB263 Introduction to **AMB260** BSB126 Marketing Public Relations Year 1 Semester 2 Year 3 Semester 2 BSB110 Accounting **AMB261** Please contact the School of AMPR regarding alternative unit **BSB115** Management **AMB262** Please contact the School of AMPR regarding alternative unit Year 2 Semester 1 **Global Business BSB119** Year 4 Semester 1 BSB124 Working in Business **AMB373** Corporate Communication AMB374 Global Public Relations Cases Year 2 Semester 2

Year 4 Semester 2

AMB375 Public Relations Management AMB379 Public Relations Campaigns

Banking & Finance Major - Students who commenced in 2007-208

BSB111

BSB113

AMB201

Year 3 Semester 1

Business Law and Ethics

Marketing and Audience Research

Economics

			IF27 students ONLY are permitted to select	
Year 1 Semester 1			Unit Options from outside the Faculty of Creative Industries	
BSB113	Economics	Cractive M	luiting 0 Litauan, Chudiaa	
BSB115	Management		/riting & Literary Studies	
Year 1 Sem	nester 2	KWB101	Introduction to Creative Writing	
BSB124	Working in Business	KWB102	Media Writing	
BSB126	Marketing	KWB103	Persuasive Writing	
		KWB104	Creative Writing: The Short Story	
Year 2 Sem	nester 1	KWB106	Corporate Writing and Editing	
BSB110	Accounting	KWB107	Creative Non-Fiction	
BSB111	Business Law and Ethics	KWB108	Introduction To Literary Studies	
Year 2 Sem	nester 2	KWB109	Writing Australia	
BSB119	Global Business	KWB206	Youth and Children's Writing	
BSB123	Data Analysis	KWB207	Great Books: Creative Writing Classics	
Year 3 Sem	·	KWB208	Modern Times (Literature and Culture in the 20th Century)	
EFB210	Finance 1	KWB209	Shakespeare, Then and Now	
EFB222	Quantitative Methods For Economics and	KWB308	Wonderlands: Literature and Culture in the 19th Century	
	Finance	KWB309	Popular Fictions, Popular Culture	
Year 3 Sem	nester 2		* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.	
EFB223	Economics 2		as a Offic Option if completed in 2009 of earlier.	
EFB307	Finance 2	Dance		
Year 4 Sem	poeter 1	KDB105	Architecture of the Body	
EFB333		KDB106	Dance Analysis	
	Introductory Econometrics	KDB108	World Dance	
EFB335	Investments	KDB109	Funk, Tap and all that Jazz	
Year 4 Sem	nester 2	KDB110	Deconstructing Dance in History	
EFB201	Financial Markets	KDB204	Australian Dance	
EFB312	International Finance	KDB225	Music Theatre Skills	
	dustries Faculty Undergraduate University	Entertainment		
Wide Unit (Options (previously elective options)	KXB101	Introduction to Entertainment	
Creative Inc	dustries Faculty Undergraduate University Wide	KXB102	Global Entertainment	
Units		KXB201	*Entertainment Practice: Balancing Creativity and Business	
	Please note: From 2010 elective units have been re-named Unit Options.		*Note: This unit will be offered from 2011.	
	These unit offerings are current at the time of publication but are subject to change.	Faculty		
	Rules for selecting Unit Options:	KKB004	Indigenous Creative Industries	
	* you must obey any Unit Option rules as set	KKB101	Creative Industries: People and Practices	
	out in your course requirements	KKB102	Creative Industries: Making Connections	
	* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen major area.	KKB216	Graphical Development Environments for Media Interaction	
	* you must have successfully completed any	KKB345	Creative Industries Project 1	
	pre/co-requisite units applicable	KKB346	Creative Industries Project 2	
	* the offering of these units is subject to sufficient student enrolment numbers and staff	Fashion		
	availability	KFB103	Introduction to Fashion	
	* some units are subject to quota restrictions	KFB106	Unspeakable Beauty: A History of Fashion and	
	* KK33, KK34, KJ32, KM32, IX07, IX16 and		Style	

	FACULTY O	F BUS	INESS
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
KFB209	Ragtrade: Wholesaling Fashion	KCB302	Identity Political Communication
Film & Television		NCD302	r ontical communication
KPB101	Introduction to Film, TV and New Media	Music & S	
	Production	KMB003	Sex Drugs Rock 'n' roll
KPB104	Film and Television Production Resource Management	KMB004	World Music
KPB109	Film and TV History	KMB107	Sound, Image, Text
KPB110	The Movie, TV & New Media Business	KMB119	Music and Sound Production 1
KPB112	TV and Film Genres	KMB122	Music and Sound Concepts 1
KPB113	TV and Film Text Analysis	KMB129	Music and Sound Production 2
KPB205	Documentary Theory and Practice	KMB132	Music and Sound Concepts 2
KPB206	International Cinema	KMB200	Music Scenes and Subcultures
KPB207	Film and Television Scriptwriting	KMB252	Multi-Platform Sound Design
KPB303	Critical Thinking About Television		* Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count
	* Please note: KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count		as Unit Options if completed in 2009 or earlier. *KMB106 will be discontinued at the end of
	as Unit Options if completed in 2009 or earlier. *KPB203 is permitted to count as a Unit Option		2010 and replaced by KMB252. *KMB106 is permitted to count as a Unit Option
Interactive	if completed in 2010 or earlier. & Visual Design		if completed in 2010 or earlier. *KMB200 will be offered from 2011.
KIB101	Visual Communication Performance Studies		
KIB101	Visual Interactions	KSB215	Visual Theatre Design
KIB102	Introduction to Web Design and Development	KTB101	20th Century Performance
KIB104	Digital Media	KTB101	Performing Skills 1: Character and Scene
KIB105	Animation and Motion Graphics	KTB104	Performance Innovation
KIB108	Animation History and Practices	KTB106	Performing Skills 2: Style and Form
KIB201	Concept Development for Game Design and	KTB204	Understanding Performance
	Interactive Media	KTB207	Staging Australia
KIB202	Enabling Immersion	KTB210	Creative Industries Management
Journalisn	n	KTB211	Creative Industries Events and Festivals
KJB101	Digital Journalism	Visual Arts	
KJB120	Newswriting	KVB102	Modernism
KJB121	Journalistic Inquiry	KVB102	Australian Art
KJB224	Feature Writing	KVB100	Photomedia and Artistic Practice
KJB239	Journalism Ethics and Issues	KVB104 KVB105	Drawing for Design
KJB280	International Journalism	KVB106	Drawing for Animation
KJB337	Public Affairs Reporting	KVB108	Contemporary Asian Visual Culture
Media & C	Communication	KVB100	2D Media and Processes
KCB101	Introduction to Media and Communication:	KVB111	3D Media and Processes
NOD IOI	Texts	KVB211	Post 1945 Art
KCB102	Media Myth Busting 1	KVB212	Australian Art, Architecture and Design
KCB103	Strategic Speech Communication	KVB213	Graphic Investigation
KCB104	Introduction to Media and Communications:	KVB304	Contemporary Art Issues
	Industries	KVB306	Video Art and Culture

KVB307 Theories of Spatial 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

CRICOS Code. 0046 ISW

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 mediarich 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 quest 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 WritingSELECT: Business Faculty Core UnitSELECT: 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 EditingSELECT: Business Faculty Major UnitSELECT: 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 1KWB303 Writing and Publishing IndustrySELECT: Business Faculty Major UnitSELECT: 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 StudiesKWB206 Youth and Children's WritingSELECT: Business Faculty Core UnitSELECT: 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 Year 1 Semester 2 Choose any three of the following: BSB124 Working in Business **EFB332** Applied Behavioural Economics BSB126 Marketing **EFB333** Introductory Econometrics Year 2 Semester 1 **EFB334 Environmental Economics and Policy BSB110** Accounting EFB336 International Economics **BSB111 Business Law and Ethics** Game Theory and Applications EFB337 Year 2 Semester 2 Remaining Faculty Core Units **BSB119 Global Business** Student must complete both remaining Faculty Core units: BSB123 **Data Analysis** BSB119 **Global Business** Year 3 Semester 1 Marketing BSB126 MGB207 Human Resource Issues and Strategy **Finance Major** MGB220 **Business Research Methods** Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** MGB200 Leading Organisations **BSB115** Management MGB201 Contemporary Employment Relations Year 1 Semester 2 Year 4 Semester 1 BSB124 Working in Business MGB331 Learning and Development in Organisations BSB126 Marketing MGB339 Performance and Reward Year 2 Semester 1 Year 4 Semester 2 BSB110 Accounting MGB320 Recruitment and Selection BSB111 **Business Law and Ethics** MGB370 Personal and Professional Development Year 2 Semester 2 **International Business Major** BSB119 **Global Business** Year 1 Semester 1 BSB123 Data Analysis **BSB119 Global Business** Year 3 Semester 1 BSB126 Marketing EFB210 Finance 1 Year 1 Semester 2 **FFB222** Quantitative Methods For Economics and Finance **BSB110** Accounting BSB115 Management Year 3 Semester 2 **Financial Markets** EFB201 Year 2 Semester 1 EFB307 Finance 2 **BSB123 Data Analysis** BSB124 Working in Business Year 4 Semester 1 **EFB223 Economics 2** Year 2 Semester 2 EFB335 Investments **BSB111 Business Law and Ethics** BSB113 **Economics** Year 4 Semester 2 EFB312 International Finance Year 3 Semester 1 **EFB340 Finance Capstone** AYB227 International Accounting MGB225 Intercultural Communication and Negotiation **Human Resource Management Major** Skills Year 1 Semester 1 Year 3 Semester 2

AMB210

EFB240

Importing and Exporting

Finance for International Business

BSB113

BSB115

Economics

Management

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 Kavoos 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 KTB101 20th Century Performance KKB102 Creative Industries: Making Connections **Business Faculty Core Unit** KTB104 Performance Innovation **Business Faculty Core Unit** SELECT: **Business Faculty Core Unit** SELECT: **Business Faculty Core Unit** Year 1, Semester 2 KKB102 Year 2, Semester 1 Creative Industries: Making Connections KTB102 KTB104 Performance Innovation **Process Drama Business Faculty Core Unit** KTB103 Performing Skills 1: Character and Scene **Business Faculty Core Unit** SELECT: **Business Faculty Core Unit** SELECT: **Business Faculty Core Unit** Year 2, Semester 1 KTB102 **Process Drama** Year 2. Semester 2 KTB103 Performing Skills 1: Character and Scene KTB105 Production 1: Story Making **Business Faculty Core Unit** KTB106 Performing Skills 2: Style and Form SELECT: **Business Faculty Core Unit Business Faculty Core Unit** SELECT: **Business Faculty Core Unit** Year 2, Semester 2 KTB105 Production 1: Story Making Year 3, Semester 1 KTB106 Performing Skills 2: Style and Form KTB205 Production 2: The Collaborative Artist **SELECT** Either KTB206 or KTB210: **Business Faculty Core Unit Business Faculty Core Unit** KTB206 The Creating Body KTB210 Creative Industries Management Year 3, Semester 1 SELECT: **Business Faculty Major Unit** KTB205 Production 2: The Collaborative Artist SELECT: **Business Faculty Major Unit SELECT** Either KTB206 or KTB210: KTB206 The Creating Body Year 3, Semester 2 KTB210 Creative Industries Management KTB207 Staging Australia **Business Faculty Major Unit** Either KTB209 or KTB211: SELECT **Business Faculty Major Unit** KTB209 **Applied Performance** KTB211 Creative Industries Events and Festivals Year 3, Semester 2 SELECT: **Business Faculty Major Unit** KTB207 Staging Australia SELECT: **Business Faculty Major Unit SELECT** Either KTB209 or KTB211: Year 4, Semester 1 KTB209 **Applied Performance** KTB211 Creative Industries Events and Festivals KTB204 **Understanding Performance** Either KTB301 or KTB306: **Business Faculty Major Unit SELECT Business Faculty Major Unit** KTB301 Performing Self KTB306 Directing for Performance Events and Festivals Year 4, Semester 1 **Business Faculty Major Unit** SELECT: **Understanding Performance** KTB204 SELECT: **Business Faculty Major Unit SELECT** Either KTB301 or KTB306: KTB301 Performing Self Year 4, Semester 2 KTB306 Directing for Performance Events and Festivals KTB303 Production 3: Interpreting and Adapting **Business Faculty Major Unit** KTB305 The Entrepreneurial Artist **Business Faculty Major Unit** SELECT: **Business Faculty Major Unit** SELECT: **Business Faculty Major Unit** Year 4, Semester 2 Course structure for students who commenced in 2009 KTB303 Production 3: Interpreting and Adapting KTB305 The Entrepreneurial Artist Year 1, Semester 1

KKB101

Creative Industries: People and Practices

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 BSB110 Accounting **EFB337 BSB111** Game Theory and Applications **Business Law and Ethics** Remaining Faculty Core Units Year 2 Semester 2 Student must complete both remaining Faculty **BSB119 Global Business** Core units: BSB123 **Data Analysis** BSB119 **Global Business** Year 3 Semester 1 BSB126 Marketing MGB207 Human Resource Issues and Strategy **Finance Major** MGB220 **Business Research Methods** Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** MGB200 **Leading Organisations BSB115** Management MGB201 Contemporary Employment Relations Year 1 Semester 2 Year 4 Semester 1 BSB124 Working in Business MGB331 Learning and Development in Organisations BSB126 Marketing MGB339 Performance and Reward Year 2 Semester 1 Year 4 Semester 2 **BSB110** Accounting MGB320 Recruitment and Selection BSB111 **Business Law and Ethics** MGB370 Personal and Professional Development Year 2 Semester 2 **International Business Major** BSB119 **Global Business** Year 1 Semester 1 **BSB123 Data Analysis BSB119 Global Business** Year 3 Semester 1 **BSB126** Marketing EFB210 Finance 1 Year 1 Semester 2 **EFB222** Quantitative Methods For Economics and Finance **BSB110** Accounting BSB115 Management Year 3 Semester 2 EFB201 **Financial Markets** Year 2 Semester 1 EFB307 Finance 2 BSB123 Data Analysis **BSB124** Working in Business Year 4 Semester 1 EFB223 **Economics 2** Year 2 Semester 2 EFB335 Investments **BSB111 Business Law and Ethics BSB113 Economics** Year 4 Semester 2 EFB312 International Finance Year 3 Semester 1 **EFB340 Finance Capstone** AYB227 International Accounting MGB225 Intercultural Communication and Negotiation **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

Year 3 Semester 2

AMB210

EFB240

AMB303 International Logistics **AMB336** International Marketing

Importing and Exporting

Finance for International Business

Year 4 Semester 2

FACULTY OF BUSINESS **AMB369** International Business Strategy Year 3 Semester 1 MGB340 International Business in the Asia-pacific AMB200 Consumer Behaviour **Management Major** AMB201 Marketing and Audience Research Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** AMB202 **Integrated Marketing Communication** BSB115 AMB240 Marketing Planning and Management Management Year 1 Semester 2 Year 4 Semester 1 BSB124 AMB335 Working in Business E-marketing Strategies BSB126 Marketing AMB340 Services Marketing Year 2 Semester 1 Year 4 Semester 2 BSB110 **AMB336** International Marketing Accounting BSB111 **Business Law and Ethics** AMB359 Strategic Marketing **Public Relations Major** Year 2 Semester 2 BSB119 **Global Business** Year 1 Semester 1 BSB123 **Data Analysis** BSB119 **Global Business** Year 3 Semester 1 **BSB126** Marketing MGB210 Managing Operations Year 1 Semester 2 MGB223 Entrepreneurship and Innovation BSB110 Accounting Year 3 Semester 2 BSB115 Management MGB200 **Leading Organisations** Year 2 Semester 1 MGB225 Intercultural Communication and Negotiation BSB113 **Economics** Skills **BSB124** Working in Business Year 4 Semester 1 Year 2 Semester 2 MGB309 Strategic Management AMB263 Introduction To Public Relations MGB324 Managing Business Growth AMB264 Public Relations Techniques Year 4 Semester 2 Year 3 Semester 1 MGB310 Sustainability in A Changing Environment **AMB201** Marketing and Audience Research MGB335 **Project Management BSB111 Business Law and Ethics Marketing Major** Year 3 Semester 2 Year 1 Semester 1 AMB372 **Public Relations Planning** BSB113 **Economics** AMB373 Corporate Communication BSB126 Marketing Year 4 Semester 1 Year 1 Semester 2 AMB374 Global Public Relations Cases BSB111 **Business Law and Ethics** AMB375 **Public Relations Management** BSB115 Management

Year 2 Semester 1

Year 2 Semester 2

Global Business

Accounting

Data Analysis

Working in Business

BSB119

BSB124

BSB110

BSB123

Year 4 Semester 2 AMB379 **Public Relations Campaigns** BSB123 Data Analysis Accountancy Major - Students who commenced in

Year 1 Semester 1

2007-2008

FACULTY OF BUSINESS BSB113 BSB110 Accounting **Economics BSB115** Management Year 3 Semester 1 Year 1 Semester 2 **AMB200** Consumer Behaviour **BSB114** now replaced by BSB124 Working in Business **AMB220** Advertising Theory and Practice BSB122 now replaced by BSB123 Data Analysis Year 3 Semester 2 Year 2 Semester 1 **AMB318** Advertising Copywriting BSB111 **Business Law and Ethics AMB319** Media Planning **BSB113 Economics** Year 4 Semester 1 Year 2 Semester 2 **AMB320** Advertising Management AYB200 **Financial Accounting AMB330** Advertising Planning Portfolio **AYB230** Corporations Law Year 4 Semester 2 Year 3 Semester 1 AMB202 Integrated Marketing Communication AYB225 Management Accounting **AMB339** Advertising Campaigns AYB340 Company Accounting International Business Major - Students who **commenced in 2007-2008** Year 3 Semester 2 **AYB219 Taxation Law** Year 1 Semester 1 AYB221 Computerised Accounting Systems **BSB119 Global Business** BSB126 Marketing Year 4 Semester 1 Audit and Assurance **AYB301** Year 1 Semester 2 **AYB311** Financial Accounting Issues **BSB110** Accounting **BSB115** Management **AYB321** Strategic Management Accounting Year 2 Semester 1 Year 4 Semester 2 **BSB114** now replaced by BSB124 Working in Business EFB101 now replaced by EFB222 Quantitative Methods BSB122 now replaced by BSB123 Data Analysis for Economics and Finance **EFB210** Finance 1 Year 2 Semester 2 **BSB111 Business Law and Ethics** Notes: **BSB113 Economics** Please contact the School of Accountancy for further information. Year 3 Semester 1 Advertising Major - Students who commenced in 2007-**EFB240** Finance for International Business 2008 **IBB208** Please contact the School of AMPR regarding alternative unit Year 1 Semester 1 or BSB122 now replaced by BSB123 Data Analysis **IBB217** Please contact the School of AMPR regarding BSB126 Marketing alternative unit Year 1 Semester 2 Year 3 Semester 2 BSB110 **AMB210** Importing and Exporting Accounting **BSB115 IBB308** now replaced by MGB340 International Management Business in the Asia-Pacific Year 2 Semester 1 **BSB114** now replaced by BSB124 Working in Business now replaced by MGB340 International **IBB317** Business in the Asia-Pacific BSB119 Global Business

Year 2 Semester 2

Business Law and Ethics

BSB111

Year 4 Semester 1

International Marketing

AMB336

OF BUSINESS FACULTY

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

Corporate Communication **AMB373**

Global Public Relations Cases **AMB374**

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 Kavoos 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

Business Faculty Core Unit

Year 2, Semester 2

KFB102 Design Studio 2

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 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 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 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 2

KFB102 Design Studio 2

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 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 2

KFB302 Design Studio 6

Business Faculty Major Unit Business Faculty Major Unit

Course structure for students who commenced in 2008

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

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 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 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

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 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 2

KFB302 Design Studio 6

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** Year 2 Semester 1 AYB340 Company Accounting **BSB110** Accounting **BSB111 Business Law and Ethics** Year 4 Semester 1 AYB230 Corporations Law Year 2 Semester 2 **AYB321** Strategic Management Accounting EFB222 Quantitative Methods For Economics and Finance Year 4 Semester 2 **EFB223 Economics 2** AYB301 Audit and Assurance Year 3 Semester 1 **AYB311** Financial Accounting Issues **EFB330** Intermediate Macroeconomics **Advertising Major EFB331** Intermediate Microeconomics Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** Choice units or remaining Faculty Core Units BSB126 Marketing Choice units or remaining Faculty Core Units Year 1 Semester 2 Year 4 Semester 1 BSB110 Accounting Choice units or remaining Faculty Core Units **BSB115** Management Choice units or remaining Faculty Core Units Year 2 Semester 1 Year 4 Semester 2 BSB119 **Global Business EFB338** Contemporary Application of Economic Theory Working in Business BSB124 Choice units or remaining Faculty Core Units Year 2 Semester 2 Choice Units **AMB200** Consumer Behaviour Choose any three of the following: AMB220 Advertising Theory and Practice **EFB332 Applied Behavioural Economics EFB333** Introductory Econometrics Year 3 Semester 1 **EFB334 Environmental Economics and Policy** AMB201 Marketing and Audience Research **EFB336** International Economics BSB111 **Business Law and Ethics EFB337** Game Theory and Applications Year 3 Semester 2 Remaining Faculty Core Units **AMB318** Advertising Copywriting Student must complete both remaining Faculty AMB319 Media Planning Core units: **BSB119 Global Business** Year 4 Semester 1 **BSB126** Marketing AMB320 Advertising Management AMB330 Advertising Planning Portfolio **Finance Major** Year 4 Semester 2 Year 1 Semester 1 AMB339 **Advertising Campaigns** BSB113 **Economics** BSB123 Data Analysis **BSB115** Management **Economics Major** Year 1 Semester 2 BSB124 Working in Business Year 1 Semester 1 **BSB126** Marketing **BSB113 Economics BSB115** Management Year 2 Semester 1 **BSB110** Accounting Year 1 Semester 2 **BSB111 Business Law and Ethics BSB123 Data Analysis** BSB124 Working in Business 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

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:

Print Media

KIB314 Tangible Media

Business Faculty Major Unit Business Faculty Major Unit

Accountancy Major

KIB338

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

FACULTY OF BUSINESS BSB124 Working in Business Year 1 Semester 1 BSB126 Marketing **BSB113 Economics BSB115** Management Year 2 Semester 1 **BSB110** Accounting Year 1 Semester 2 **BSB111 Business Law and Ethics** BSB123 **Data Analysis** BSB124 Working in Business Year 2 Semester 2 **BSB119 Global Business** Year 2 Semester 1 **BSB123** Data Analysis **BSB110** Accounting **BSB111 Business Law and Ethics** Year 3 Semester 1 EFB210 Finance 1 Year 2 Semester 2 EFB222 Quantitative Methods For Economics and **EFB222** Quantitative Methods For Economics and Finance Finance **EFB223 Economics 2** Year 3 Semester 2 EFB201 **Financial Markets** Year 3 Semester 1 EFB307 Finance 2 EFB330 Intermediate Macroeconomics **EFB331** Intermediate Microeconomics Year 4 Semester 1 **EFB223 Economics 2** Year 3 Semester 2 **EFB335** Investments Choice units or remaining Faculty Core Units Choice units or remaining Faculty Core Units Year 4 Semester 2 **EFB312** International Finance Year 4 Semester 1 EFB340 Finance Capstone Choice units or remaining Faculty Core Units Choice units or remaining Faculty Core Units **Human Resource Management Major** Year 4 Semester 2 Year 1 Semester 1 **EFB338** Contemporary Application of Economic Theory BSB113 **Economics** Choice units or remaining Faculty Core Units **BSB115** Management Choice Units Year 1 Semester 2 Choose any three of the following: **BSB124** Working in Business **EFB332 Applied Behavioural Economics** BSB126 Marketing **EFB333** Introductory Econometrics Year 2 Semester 1 EFB334 **Environmental Economics and Policy BSB110** Accounting **EFB336** International Economics **BSB111 Business Law and Ethics EFB337** Game Theory and Applications Year 2 Semester 2 Remaining Faculty Core Units **BSB119 Global Business** Student must complete both remaining Faculty Core units: BSB123 Data Analysis BSB119 **Global Business** Year 3 Semester 1 **BSB126** Marketing MGB207 Human Resource Issues and Strategy **Finance Major** MGB220 **Business Research Methods**

Year 1 Semester 1 BSB113 **Economics BSB115** Management

Year 1 Semester 2

Year 3 Semester 2

Leading Organisations

Contemporary Employment Relations

MGB200

MGB201

OF BUSINESS FACULTY MGB331 Learning and Development in Organisations Year 2 Semester 2 MGB339 Performance and Reward **BSB119 Global Business** Year 4 Semester 2 BSB123 **Data Analysis** MGB320 Recruitment and Selection Year 3 Semester 1 MGB370 Personal and Professional Development MGB210 Managing Operations **International Business Major** MGB223 Entrepreneurship and Innovation Year 1 Semester 1 Year 3 Semester 2 BSB119 **Global Business** MGB200 **Leading Organisations** BSB126 Marketing MGB225 Intercultural Communication and Negotiation Skills Year 1 Semester 2 Year 4 Semester 1 BSB110 Accounting MGB309 Strategic Management **BSB115** Management MGB324 Managing Business Growth Year 2 Semester 1 Year 4 Semester 2 BSB123 Data Analysis MGB310 Sustainability in A Changing Environment BSB124 Working in Business MGB335 **Project Management** Year 2 Semester 2 **Marketing Major** BSB111 **Business Law and Ethics** BSB113 **Economics** Year 1 Semester 1 BSB113 **Economics** Year 3 Semester 1 BSB126 Marketing AYB227 International Accounting MGB225 Intercultural Communication and Negotiation Year 1 Semester 2 Skills **BSB111 Business Law and Ethics** Year 3 Semester 2 **BSB115** Management AMB210 Importing and Exporting Year 2 Semester 1 **EFB240** Finance for International Business BSB119 **Global Business** Year 4 Semester 1 BSB124 Working in Business AMB303 International Logistics Year 2 Semester 2 **AMB336** International Marketing **BSB110** Accounting Year 4 Semester 2 BSB123 **Data Analysis** AMB369 International Business Strategy Year 3 Semester 1 MGB340 International Business in the Asia-pacific Consumer Behaviour AMB200 **Management Major AMB201** Marketing and Audience Research Year 1 Semester 1 Year 3 Semester 2 AMB202 BSB113 **Economics** Integrated Marketing Communication BSB115 AMB240 Management Marketing Planning and Management Year 1 Semester 2 Year 4 Semester 1 BSB124 AMB335 E-marketing Strategies Working in Business BSB126 AMB340 Services Marketing Marketing

Year 4 Semester 2

International Marketing

Strategic Marketing

AMB336

AMB359

Year 2 Semester 1

Accounting

Business Law and Ethics

BSB110

BSB111

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 Kavoos 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

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 Kavoos 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:

Studens must complete the 96 credit point Faculty Core Units in the Business program together with a 96 credit point Major. Accountancy students will undertaken 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

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

KKB101 Creative Industries: People and Practices

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 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 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 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 IssuesSELECT Either KJB280 or KJB337:KJB280 International JournalismKJB337 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

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 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 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 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

Accountancy Major

Year 1 Semester 1

BSB110 Accounting

BSB115 Management

Year 4 Semester 1 Year 1 Semester 2 BSB123 **Data Analysis** AMB320 Advertising Management BSB126 Marketing **AMB330** Advertising Planning Portfolio Year 2 Semester 1 Year 4 Semester 2 BSB111 AMB339 **Business Law and Ethics Advertising Campaigns BSB113 Economics** BSB123 Data Analysis **Economics Major** Year 2 Semester 2 AYB200 Financial Accounting Year 1 Semester 1 AYB225 Management Accounting **BSB113 Economics** Year 3 Semester 1 **BSB115** Management EFB210 Finance 1 Year 1 Semester 2 AYB221 Computerised Accounting Systems BSB124 Working in Business Year 3 Semester 2 BSB123 Data Analysis **AYB219 Taxation Law** Year 2 Semester 1 **AYB340** Company Accounting **BSB110** Accounting Year 4 Semester 1 **BSB111 Business Law and Ethics** AYB230 Corporations Law Year 2 Semester 2 **AYB321** Strategic Management Accounting Quantitative Methods For Economics and EFB222 Finance Year 4 Semester 2 **EFB223 Economics 2** AYB301 Audit and Assurance **AYB311** Financial Accounting Issues Year 3 Semester 1 EFB330 Intermediate Macroeconomics Advertising Major **EFB331** Intermediate Microeconomics Year 1 Semester 1 Year 3 Semester 2 BSB126 Marketing Choice units or remaining Faculty Core Units BSB113 **Economics** Choice units or remaining Faculty Core Units Year 1 Semester 2 Year 4 Semester 1 BSB110 Accounting Choice units or remaining Faculty Core Units Management **BSB115** Choice units or remaining Faculty Core Units Year 2 Semester 1 Year 4 Semester 2 BSB124 Working in Business **EFB338** Contemporary Application of Economic Theory BSB119 **Global Business** Choice units or remaining Faculty Core Units Year 2 Semester 2 **Choice Units** AMB200 Consumer Behaviour Choose any three of the following: AMB220 Advertising Theory and Practice **EFB332** Applied Behavioural Economics Year 3 Semester 1 **EFB333** Introductory Econometrics AMB201 Marketing and Audience Research **EFB334 Environmental Economics and Policy** BSB111 **Business Law and Ethics EFB336** International Economics Game Theory and Applications **EFB337** Year 3 Semester 2 **AMB318** Advertising Copywriting Important Information AMB319 Media Planning 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

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

BSB110

BSB111

Accounting

Business Law and Ethics

Year 2 Semester 2 **BSB122** Quantitative Analysis and Finance Year 1 Semester 1 International and Electronic Business **BSB119 BSB113 Economics BSB115** Management, People and Organisations Year 3 Semester 1 MGB207 Human Resource Issues and Strategy Year 1 Semester 2 MGB220 Management Research Methods BSB114 Government, Business and Society BSB126 Marketing Year 3 Semester 2 MGB200 **Leading Organisations** Year 2 Semester 1 **HRM Option Unit BSB110** Accounting EFB102 **Economics 2** Year 4 Semester 1 MGB221 Performance and Reward Year 2 Semester 2 MGB331 Training and Development Quantitative Analysis and Finance **BSB122** BSB119 International and Electronic Business Year 4 Semester 2 Recruitment and Selection MGB320 Year 3 Semester 1 **HRM Option Unit EFB211** Firms, Markets and Resources **EFB202** Business Cycles and Economic Growth HRM Option Unit List: HRM students must choose two from the Year 3 Semester 2 above list (one must be a Level 3 unit). **EFB101** Data Analysis for Business MGB201 The Legal Context of Employment Relations **EFB328** Public Economics and Finance - Replaced with MGB210 **Production and Service Management** any Economics unit MGB212 Sustainability in a Changing Environment Year 4 Semester 1 MGB309 Strategic Management BSB111 **Business Law and Ethics** MGB314 Organisational Consulting and Change **EFB200** Applied Regression Analysis MGB315 Personal and Professional Development **MGB335** Project Management Year 4 Semester 2 **EFB329** Contemporary Applications of Economics Important Note for Business Students Theory Note: Please refer to "Course Updates - List of International Trade and Economic **EFB314** re-coded and replacement Business units" to Competitiveness check for course structure changes. Important Note for Business Students International Business Major - Students who commenced in 2007 and 2008 Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes. Year 1 Semester 1 International and Electronic Business **Human Resource Management Major - Students who BSB119** commenced in 2007 and 2008 **BSB126** Marketing Year 1 Semester 1 Year 1 Semester 2 **BSB113 Economics BSB110** Accounting **BSB115** Management, People and Organisations **BSB115** Management, People and Organisations Year 1 Semester 2 Year 2 Semester 1 **BSB114** Government, Business and Society **BSB114** Government, Business and Society BSB126 Marketing BSB122 Quantitative Analysis and Finance Year 2 Semester 1 Year 2 Semester 2

BSB111

BSB113

Business Law and Ethics

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

	IAGGETT	. 500	INLOG	
AMB341	Strategic Marketing	BSB119	now retitled BSB119 Global Business	
AMB352	Marketing Decision Making	BSB122	is replaced by BSB123 Data Analysis	
	or	Accountar	acy Core units	
IBB213 International Marketing		AYB121	is now AYB200 Financial Accounting AYB121	
Important Note for Business Students		AYB220	is now AYB340 Company Accounting AYB220	
Important	Note: Please refer to "Course Updates - List of	AYB301	now retitled AYB301 Audit and Assurance	
	re-coded and replacement Business units" to check for course structure changes.		g Core units	
Public Rel	lations Major - Students who commenced in	AMB221	is now AMB318 Advertising Copywriting	
2007 and 2	•	AMB222	is now AMB319 Media Planning	
		AMB321	is now AMB339 Advertising Campaigns	
Year 1 Semester 1				
BSB122	Quantitative Analysis and Finance	•	Banking and Finance Core units	
BSB126	Marketing	EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	
Year 1 Se		EFB102	now retitled EFB223 Economics 2	
BSB110	Accounting	Economics	s Core units	
BSB115 Year 2 Se	Management, People and Organisations	EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance	
BSB114	Government, Business and Society	EFB102	now retitled EFB223 Economics 2	
BSB114 BSB119	International and Electronic Business	EFB202	is replaced by EFB330 Intermediate	
Year 2 Se		EFB211	Macroeconomics is replaced by EFB331 Intermediate	
BSB111	Business Law and Ethics	LIBZII	Microeconomics	
BSB113	Economics	EFB314	is replaced by EFB336 International Economics	
Year 3 Semester 1		EFB329	is now EFB338 Contemporary Application of Economic	
AMB201	Marketing and Audience Research	□la atua aia	Business Core units	
AMB260	Public Relations Theory and Practice			
Year 3 Semester 2		BSB212	is replaced by AYB114 Business Technologies	
AMB261	Media Relations and Publicity	BSB213	is replaced by AYB115 Governance Issus and Fraud	
AMB262	Public Relations Writing	BSB314	is replaced by Forensic and Business Intelligence	
Year 4 Se	mester 1	ITB233	is now INB312 Enterprise Systems Application	
AMB360	Corporate Communication Management	ITB823	is now INB830 Web Sites for E-Commerce	
AMB370	Public Relations Cases	ITB239	is now INB342 Enterprise Data Mining	
Year 4 Semester 2		Luman Da	Proutro Management Core units	
AMB361			esource Management Core units now retitled MGB220 Business Research	
AMB371	Corporate Communication Strategies	MGB220	Methods	
	· ·	MGB221	is now MGB339 Performance and Reward	
Important Note for Business Students		Internation	nal Business Core units	
	Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to	IBB202	is replaced by EFB240 Finance for	
	check for course structure changes.	IBB208	International Business IBB208 is no longer offered. Please contact the	
Course Updates - List of re-coded and replacement Business units		IDD2U0	School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	
Faculty Co	ore 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)		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	s replaced by EFB333 Introductory Econometrics	
Managama	nt 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		EFB318	is replaced by EFB335 Investments	
AMB341	is now AMB335 E-Marketing Strategies	AYB312	is now AYB232 Financial Institutions Law	
AIVID34 I	is now AMB359 Strategic Marketing	EFB200	is eplaced by EFB333 Introductory	
Public Rela	tions Core units		Econometrics	
AMB260	is replaced by AMB263 Introduction to Public Relations		source Management Extended Major (HRX)	
AMB360	is replaced by AMB373 Corporate Communication	MGB315	is now MGB370 Peronsal and Professional Development	
AMB361	is replaced by AMB379 Public Relations Campaigns	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	
Business L	aw and Tax Extended Major (BLX)	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	
AYB223	replaced by AYB230 Corporations Law	Internation	al Business Extended Major (IBX)	
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication	
AYB305	is replaced by AYB205 Law of Business Entities	IBB303	and Negotiation Skills	
AYB312	is now AYB232 Financial Institutions		is now AMB303 International Logistics	
AIDSIZ	IS HOW AT D232 I Maricial 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 AMB330	now retitled AMB230 Digital Promotions now retitled AMB330 Advertising Planning	MGB315	is now MGB370 Personal & Professional Development	
7 IIVID000	Portfolio	IBB210	is replaced by AMB210 Importand and Exporting	
Banking Ex	tended Major (BFX)	IBB303	is now AMB303 International Logistics	
AYB312	is now AYB232 Financial Institutions Law	122000	ie new / wiebee international Logictics	
EFB200	is replaced by EFB333 Introductory	Marketing	Marketing Extended Major (MKX)	
EFB318	Econometrics is replaced by EFB335 Investments	AMB251	now retitled AMB251 Innovation and Brand Management	
Financial Economics Extended Major (FEX) (for Banking &		AMB260	is replaced by AMB263 Introduction to Public Relations	
Finance St	udents)	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 IBB303	is now AMB336 International Marketing is now AMB303 International Logistics	
EFB325	is replaced by EFB336 International Economics	Public Relations Extended Major (PRX)		
EFB318	is replaced by EFB335 Investments	AMB370		
EFB324	isreplaced by EFB337 Game Theory and		Cases	
	. , , , , , , , , , , , , , , , , , , ,			

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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 E	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				
Internation	nal 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)

now retitled AMB230 Digital Promotion is replaced by MGB225 Intercultural

Communication and Negotiation Skills

AMB230

AMB250

International Exchange Specilisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

Accountant, Advertising Professional, Banking and Finance Professional, Economist, Financial Advisor/Analyst, Financial Project Manager, Human Resource Developer, Human Resource Manager, Information Officer, Journalist, Manager, Marketing Officer/Manager, Media Industry Specialist, Public Relations Officer/Consultant, Publishing Professional, Stockbroker.

Bachelor of Business / Bachelor of Mathematics (IX37)

Year offered: 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.gut.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 Kavoos 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.gut.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@gut.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

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 **Finance Major AMB330** Advertising Planning Portfolio

MGB223 Entrepreneurship and Innovation

Economics Major

Year 4 Semester 2

AMB339

Year 1 Semester 1 BSB113 **Economics BSB115** Management

Advertising Campaigns

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

International Economics **EFB336**

EFB337 Game Theory and Applications

Important Note:

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 Skills Year 4 Semester 1

Intercultural Communication and Negotiation

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

Year 3 Semester 1

BSB110 Accounting MGB223 Entrepreneurship and Innovation

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

FACULTY OF BUSINESS Year 4, Semester 1 Year 1 Semester 2 Mathematics Elective **BSB126** Marketing Mathematics Elective **BSB114** Government, Business and Society Year 4, Semester 2 **BSB119** International and Electronic Business Mathematics Elective Year 2 Semester 1 Mathematics Elective **BSB111 Business Law and Ethics Mathematics Units BSB113 Economics** Level 2 Units Year 2 Semester 2 MAB311 **Advanced Calculus AYB121** Financial Accounting MAB312 Linear Algebra AYB223 Law of Business Associations **MAB313** Mathematics of Finance Year 3 Semester 1 **MAB314** Statistical Modelling 2 **MAB315** Operations Research 2 AYB225 Management Accounting **MAB413 Differential Equations** AYB220 Company Accounting MAB414 **Applied Statistics 2** Year 3 Semester 2 MAB420 Computational Mathematics 2 AYB221 Computerised Accounting Systems MAB422 Mathematical Modelling AYB325 **Taxation Law** MAB461 **Discrete Mathematics** Year 4 Semester 1 **MAB480** Introduction to Scientific Computation MAB481 **AYB301** Visualisation and Data Analysis **Auditing** Note: MAB311 Advanced Calculus and **AYB311** Financial Accounting Issues MAB312 Linear Algebra are mandatory units. AYB321 Strategic Management Accounting Level 3 Units - at least 4 units must be selected MAB521 Applied Mathematics 3 Year 4 Semester 2 MAB522 Computational Mathematics 3 **AYB339 Accountancy Capstone** MAB524 Statistical Inference EFB210 Finance 1 **MAB525** Operations Research 3A Important Note for Business Students **MAB533** Statistical Techniques Note: Please refer to "Course Updates - List of **MAB536** Time Series Analysis re-coded and replacement Business units" to MAB613 Partial Differential Equations check for course structure changes. MAB623 **Financial Mathematics** Banking and Finance Major for Students with Maths B MAB624 **Applied Statistics 3** and C- For students who commenced in 2007 & 2008 MAB625 Operations Research 3B Year 1 Semester 1 MAB640 **Industry Project BSB113 Economics** MAB672 Advanced Mathematical Modelling **BSB115** Management, People and Organisations MAB681 Advanced Visualisation and Data Analysis Note: MAB523 Introduction to Quality Year 1 Semester 2 Management and MAB621 Discrete Mathematics do not contribute to the **BSB114** Government, Business and Society mandatory 48 credit points minimum from BSB126 Marketing Level 3 Mathematics units. Accountancy Major for Students with Maths B and C -Year 2 Semester 1 For student who commenced in 2007 and 2008

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

BSB110 Accounting **BSB111 Business Law and Ethics** Year 2 Semester 2 EFB102 **Economics 2**

BSB119 International and Electronic Business Year 3 Semester 1 **EFB210** Finance 1

EFB201 **Financial Markets**

Year 3 Semester 2

EFB307 Finance 2

EFB312 International Finance

Year 4 Semester 1

EFB200 Applied Regression Analysis **EFB318** Portfolio and Security Analysis

Year 4 Semester 2

Any Finance Unit Any Finance Unit

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

Management, People and Organisations **BSB115**

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

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 commened 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

International and Electronic Business BSB119

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

Public Economics and Finance **EFB328**

Year 4 Semester 1

BSB111 **Business Law and Ethics** EFB200 Applied Regression Analysis

Year 4 Semester 2

Contemporary Applications of Economics **EFB329**

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

IBB208 European Business Development

Year 3 Semester 2

IBB210 Export Management

IBB317 Contemporary Business in Asia

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

	FACULT	Y OF	BUS	INESS
Year 2 Ser	nester 1		EFB102	now retitled EFB223 Economics 2
BSB114	Government, Business and Society		Economics	s Core units
AMB200	Consumer Behaviour		EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance
Year 2 Ser	mester 2		EFB102	now retitled EFB223 Economics 2
BSB111 BSB113	Business Law and Ethics Economics		EFB202	is replaced by EFB330 Intermediate Macroeconomics
BSB115	Management, People and Organisations		EFB211	is replaced by EFB331 Intermediate Microeconomics
Year 3 Ser			EFB314	is replaced by EFB336 International Economics
AMB202	Integrated Marketing Communication		EFB329	is now EFB338 Contemporary Application of
AMB240	Marketing Planning and Management		2. 2020	Economic
Year 3 Ser	mester 2		Electronic	Business Core units
AMB201	Marketing and Audience Research		BSB212	is replaced by AYB114 Business Technologies
AMB335	E-marketing Strategies		BSB213	is replaced by AYB115 Governance Issus and Fraud
Year 4 Ser AMB340	nester 1 Services Marketing		BSB314	is replaced by Forensic and Business Intelligence
	Any Marketing Unit		ITB233	is now INB312 Enterprise Systems Application
	, any mannealing chin		ITB823	is now INB830 Web Sites for E-Commerce
Year 4 Ser	nester 2		ITB239	is now INB342 Enterprise Data Mining
AMB341 Strategic Marketing				
AMB352	Marketing Decision Making			esource Management Core units
IBB213	or International Marketing		MGB220	now retitled MGB220 Business Research Methods
	momation marroung		MGB221	is now MGB339 Performance and Reward
Important Note for Business Students			Internation	nal Business Core units
	Note: Please refer to "Course Updates - Lis re-coded and replacement Business units" check for course structure changes.	t of to	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 Busines	S	IBB213	is now AMB336 International Marketing
BSB115	now retitled BSB115 Management	_	IBB217	IBB217 is no longer offered. Please contact the
BSB119	now retitled BSB119 Global Business			School of AMPR regarding a replacement unit.
BSB122	is replaced by BSB123 Data Analysis		IBB300	(Email: ampradmin@qut.edu.au) is now AMB369 International Business
Accountan	cy Core units		IDDOOO	Strategy
AYB121	is now AYB200 Financial Accounting AYB1		IBB308	is replaced by MGB340 International Business in the Asia-Pacific
AYB220	is now AYB340 Company Accounting AYB	220	Managem	ent Core units
AYB301	now retitled AYB301 Audit and Assurance		MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
Advertising Core units				
AMB221	is now AMB318 Advertising Copywriting			Core units
AMB222	is now AMB319 Media Planning		AMB241	is now AMB335 E-Marketing Strategies
AMB321	is now AMB339 Advertising Campaigns		AMB341	is now AMB359 Strategic Marketing
Banking and Finance Core units			Public Rel	ations Core units
EFB101	is replaced by EFB222 Quantitative Method for Economics and Finance	ls	AMB260	is replaced by AMB263 Introduction to Public

	FACULTY (OF BUS	INESS
AMB360	Relations is replaced by AMB373 Corporate	MGB315	is now MGB370 Peronsal and Professional Development
AMB361	Communication is replaced by AMB379 Public Relations	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
AIVIDOOT	Campaigns	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
Business I	_aw and Tax Extended Major (BLX)	1	al Desire as Feter de d'Aleise (IDV)
AYB223	replaced by AYB230 Corporations Law		nal 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 IBB312	now retitled AMB230 Digital Promotions is replaced by AMb300 Independent Project 1
Profession	nal Accounting Extended Major (PAX)		· · · · · · · · · · · · · · · · · · ·
AYB223	is replaced by AYB230 Corporations Law	Managem	ent Extended Major (MNX)
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
Advertising	g 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 Importand and Exporting
Banking E	xtended Major (BFX)	IBB303	is now AMB303 International Logistics
AYB312	is now AYB232 Financial Institutions Law	Maulcatina	Future de di Maior (MAZV)
EFB200	is replaced by EFB333 Introductory		Extended Major (MKX)
EFB318	Econometrics is replaced by EFB335 Investments	AMB251	now retitled AMB251 Innovation and Brand Management
Financial F	Economics Extended Major (FEX) (for Banking &	AMB260	is replaced by AMB263 Introduction to Public Relations
Finance S		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	AMB354	is now AMB208 Events Marketing
	Macroeconomics	IBB213	is now AMB336 International Marketing
EFB211	is replaced by EFB331 Intermediate Microeconomics	IBB303	is now AMB303 International Logistics
EFB325	is replaced by EFB336 International	Public Rel	ations Extended Major (PRX)
EFB318	is replaced by EFB335 Investments	AMB370	is replaced by AMB374 Global Public Relation Cases
EFB324	isreplaced by EFB337 Game Theory and Applications	AMB371	is replaced by AMB375 Public Relations Management
	Economics Extended Major (FEX) (for Economics	Business I	_aw and Tax Specialisation (BLS)
Students)		AYB223	is replaced by AYB230 Corporations Law
EFB200	s replaced by EFB333 Introductory Econometrics	AYB325	is now AYB219 Taxation Law
EFB324	is replaced by EFB201 Financial Markets	AYB305	is now AYB205 Company Law & Practice
EFB325	is replaced by EFB337 Game Theory and	AYB312	is now AYB232 Financial Institutions Law
2. 2020	Applications	BSB213	is now AYB115 Governance Issues in E- Business
Funds Ma	nagement Extended Major (FDX)	_	
EFB318	is replaced by EFB335 Investments		Business Specialisation (EUS)
AYB312	is now AYB232 Financial Institutions Law	BSB212	is replaced by AYB114 Business Technologies
EFB200	is eplaced by EFB333 Introductory Econometrics	BSB213	is replaced by AYB115 Governance Issues and Fraud
Human Re	esource Management Extended Major (HRX)	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 E	conomics 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

International Logistics Specialisation (ILG)

	ag.a.aa _paa.a.aa.a. (a)
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)

is now AMB208 Events Marketing

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specilisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

Potential Careers:

AMB354

Account Executive, Accountant, Actuary, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Computer Game Programmer, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Investment Manager, Market Research Manager, Mathematician, Quantitative Analyst, Risk Manager, Statistician, Stockbroker.

Bachelor of Arts/Bachelor of Business (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 Kavoos 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 Maior 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

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

	FACULTY	OF BUS	INESS
		SWB102	The Human Condition
Ethics and	l Human Rights	SWB103	Contemporary Social and Community Issues
Seven (7) units are required for an Ethics and Human Rights Major. These can include units completed in the Ethics and Human Rightts		SWB104	Interpersonal Communication
		SWB204	Child and Family Services: Introduction
	Major up to 2009 as well as any completed from the following list.	SWB206	Disability Services: Introduction
JSB171	Justice and Society	SWB207	Services to Young People: Introduction
JSB171 JSB175	Social Ethics and the Justice System	SWB212	Community Work
LWS101	Ethics Law and Health Care	SWB214	Team Practice and Group Processes
NSB113	Diversity and Health: Introduction to	SWB216	The Human Dimensions of Space
PUB486	Indigenous and Multicultural Perspectives	SWB219	Ethical and Legal Dimensions of Human Services and Social Work
SWB105	Ethics and the Law in Health Service Delivery Introduction to Human Rights and Ethics	SWB220	Practice Theories
	· ·	SWB221	Social Work Processes and Methods
3000219	SWB219 Ethical and Legal Dimensions of Human Services and Social Work		Advanced Communication for Human Services and Social Work
Major - So	ciety and Change Multidisciplinary Major	SWB302	Social Policy Processes
Society ar	nd Change	SWB304	Child and Family Services: Advanced
Society ai	Seven (7) units are required for a Society and	SWB305	Community and Youth Corrections
	Change Major. These can include units	SWB306	Disability Services: Advanced
completed in the Society and Change Major up to 2009 as well as any completed from the	SWB307	Services to Young People: Advanced	
	following list.	SWB308	Child Protection Intervention Skills
CLB107	The Classical World	Major - Au	stralian Studies Multidisciplinary Major
CLB110	Environment and Society	Major - Au	istranan otadies mandiscipiniary major
CLB111	Environmental Hazards	Australian	Studies
JSB171	Justice and Society		Seven (7) units are required for an Australian
KMB003	Sex Drugs Rock 'n' roll		Studies Major. These can include units completed in the Australian Studies Major up t
MDB454	Science, Technology and Society		2009 as well as any completed from the
PUB209	Health, Culture and Society	CL B404	following list.
PYB067	Human Sexuality	CLB101	Australian Society and Culture
SCB110	Science Concepts and Global Systems	CLB102	Australia and the South Reside
SWB102	The Human Condition	CLB105	Australia and the South Pacific
SWB104	Interpersonal Communication	CLB113	Australian Geographical Studies
SWB212	Community Work	EDB038	Indigenous Australian Culture Studies
SWB214	Team Practice and Group Processes	EDB039	Indigenous Politics and Political Culture

Ma

Social Policy Processes

People, Society and Social Work

Team Practice and Group Processes

Advanced Communication for Human Services and Social Work

SWB222

SWB223

SWB302

3110302	Social Folicy Frocesses		
	•	Geograph	y and Environmental Studies
Major - Community Studies Multidisciplinary Major			Six (6) units are required for a Geography and Environmental Studies Discipline Major. These
Commun	ity Studies		can include units completed in the Geography
	Seven (7) units are required for a Community Studies Major. These can include units completed in the Community Studies Major up		and Environmental Studies Discipline Major up to 2009 as well as any completed from the following list.
	to 2009 as well as any completed from the	CLB109	World Regions
	following list.	CLB110	Environment and Society
EDB040	Indigenous Knowledge: Research Ethics and Protocols	CLB111	Environmental Hazards
EDB041	Indigenous Australia: Country, Kin and Culture	CLB112	South East Asia in Focus
SWB100	Introduction to Human Services and Social Work	CLB113	Australian Geographical Studies
		CLB114	Geography in the Field

EDB041

Studies

Indigenous Australia: Country, Kin and Culture

Discipline Major - Geography and Environmental

SCB110	Science Concepts and Global Systems
UDB164	Population and Urban Studies
UDB281	Geographic Information Systems
UDB282	Remote Sensing

Discipline Major - History

Llistom

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

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

FREN102 French 2/Introductory French B

French 3/Intermediate French A * FREN201

OR

FREN311 French Langage A *

FREN202 French 4/Intermediate French B

OR

FREN202 French Langage A

FREN311 null

FREN311 French 5/French Langage C

FREN311 French 6/French Language D

French 7/Advanced French Language ** FREN311

OR

FREN333 French for Business

OR

FREN336 Le Cinema en Français

FREN312 French 8/Advanced Oral French

OR

FREN321 Litterature et modernite

OR

FREN331 Introduction to French > English Translation

OR

FREN335

Litterature contemporaine

* 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

FACULTY OF BUSINESS				
0 GRMN102 0	German 2/Introductory German Language 2		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.	
GRMN201 0	German 3/COntinuing German Language 1	CLB403	Gender And Sexuality Issues For Teachers	
GRMN202	German 4/Continuing German Language 2	JSB272	Theories of Crime	
0 CPMN301	Cormon 5/Advanced Cormon Language 1	JSB372 JSB378	Youth Justice Drugs and Crime	
0	German 5/Advanced German Language 1	JSB971	Gender Crime and the Criminal Justice System	
GRMN302	German 6/Advanced German Language 2	KMB003	Sex Drugs Rock 'n' roll	
•	German 7/Advanced German Language 3	MDB454	Science, Technology and Society	
0	Coman /// avanced Coman Language o	PYB067	Human Sexuality	
GRMN312 0	German 8/Advanced German Language 4	PUB209	Health, Culture and Society	
0		SWB216	The Human Dimensions of Space	
Japanese		Accountancy Major		
		Accountai	icy major	
	The following units are taught at UQ. Six sequenced units are required for a Japanese			
	sequenced units are required for a Japanese Discipline Major. These can include units	Year 1 Ser	mester 1	
	sequenced units are required for a Japanese	Year 1 Ser BSB110	mester 1 Accounting	
JAPN1011	sequenced units are required for a Japanese Discipline Major. These can include units completed in the Japanese Discipline Major up	Year 1 Ser BSB110 BSB115	mester 1 Accounting Management	
	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:	Year 1 Ser BSB110	mester 1 Accounting Management	
JAPN2011	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: Japanese 1/Introductory Japanese 1	Year 1 Ser BSB110 BSB115	mester 1 Accounting Management	
JAPN2011 JAPN2101	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: Japanese 1/Introductory Japanese 1 Japanese 2/Introductory Japanese 2	Year 1 Ser BSB110 BSB115 Year 1 Ser	mester 1 Accounting Management mester 2	
JAPN2011 JAPN2101 JAPN3001	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: Japanese 1/Introductory Japanese 1 Japanese 2/Introductory Japanese 2 Japanese 3/Intermediate Japanese 1	Year 1 Ser BSB110 BSB115 Year 1 Ser BSB123 BSB124	mester 1 Accounting Management mester 2 Data Analysis Working in Business	
JAPN2011 JAPN2101 JAPN3001 JAPN3101	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: Japanese 1/Introductory Japanese 1 Japanese 2/Introductory Japanese 2 Japanese 3/Intermediate Japanese 1 Japanese 4/Intermediate Japanese 2	Year 1 Ser BSB110 BSB115 Year 1 Ser BSB123 BSB124 Year 2 Ser	mester 1 Accounting Management mester 2 Data Analysis Working in Business mester 1	
JAPN2011 JAPN2101 JAPN3001 JAPN3101 JAPN3102	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: Japanese 1/Introductory Japanese 1 Japanese 2/Introductory Japanese 2 Japanese 3/Intermediate Japanese 1 Japanese 4/Intermediate Japanese 2 Japanese 5/Continuing Japanese 3	Year 1 Ser BSB110 BSB115 Year 1 Ser BSB123 BSB124	mester 1 Accounting Management mester 2 Data Analysis Working in Business	
JAPN2011 JAPN2101 JAPN3001 JAPN3101 JAPN3102 JAPN3200	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: Japanese 1/Introductory Japanese 1 Japanese 2/Introductory Japanese 2 Japanese 3/Intermediate Japanese 1 Japanese 4/Intermediate Japanese 2 Japanese 5/Continuing Japanese 3 Japanese 6/Continuing Japanese 4 Japanese 7/Multimedia Japanese OR	Year 1 Ser BSB110 BSB115 Year 1 Ser BSB123 BSB124 Year 2 Ser BSB111 BSB113	mester 1 Accounting Management mester 2 Data Analysis Working in Business mester 1 Business Law and Ethics Economics	
JAPN2011 JAPN2101 JAPN3001 JAPN3101 JAPN3102 JAPN3200	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: Japanese 1/Introductory Japanese 1 Japanese 2/Introductory Japanese 2 Japanese 3/Intermediate Japanese 1 Japanese 4/Intermediate Japanese 2 Japanese 5/Continuing Japanese 3 Japanese 6/Continuing Japanese 4 Japanese 7/Multimedia Japanese	Year 1 Ser BSB110 BSB115 Year 1 Ser BSB123 BSB124 Year 2 Ser BSB111	mester 1 Accounting Management mester 2 Data Analysis Working in Business mester 1 Business Law and Ethics Economics mester 2	
JAPN2011 JAPN2101 JAPN3001 JAPN3101 JAPN3102 JAPN3200	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: Japanese 1/Introductory Japanese 1 Japanese 2/Introductory Japanese 2 Japanese 3/Intermediate Japanese 1 Japanese 4/Intermediate Japanese 2 Japanese 5/Continuing Japanese 3 Japanese 6/Continuing Japanese 4 Japanese 7/Multimedia Japanese OR	Year 1 Ser BSB110 BSB115 Year 1 Ser BSB123 BSB124 Year 2 Ser BSB111 BSB113	mester 1 Accounting Management mester 2 Data Analysis Working in Business mester 1 Business Law and Ethics Economics	

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

JAPN3500 Japanese 8/Language and Society in Japan

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

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.

Check for course structure ch

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

EFB307 Finance 2

Year 4 Semester 1

EFB333 Introductory Econometrics

Economics 2

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 ChangeMGB315 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)

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Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

Marketing Major

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 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 Issus 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

is replaced by EFB240 Finance for

International Business Core units

IBB202

IBB300

	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)

is now AMB369 International Business

aced by MGB340 International Business Asia-Pacific e units mability in a Changing Environment was rly known as MGB212 and MGB334 mits AMB335 E-Marketing Strategies AMB359 Strategic Marketing fore units aced by AMB263 Introduction to Public ons aced by AMB373 Corporate nunication aced by AMB379 Public Relations aigns Tax Extended Major (BLX) ed by AYB230 Corporations Law AYB219 Taxation Law aced by AYB205 Law of Business s		EFB318 AYB312 EFB200 Human Re MGB315 IBB205 MGB310 Internation	s replaced by EFB333 Introductory Econometrics is replaced by EFB201 Financial Markets is replaced by EFB337 Game Theory and Applications nagement Extended Major (FDX) is replaced by EFB335 Investments is now AYB232 Financial Institutions Law is eplaced by EFB333 Introductory Econometrics source Management Extended Major (HRX) is now MGB370 Peronsal and Professional Development is now MGB225 Intercultural Communication and Negotiation Skills Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
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AMB335 E-Marketing Strategies AMB359 Strategic Marketing Fore units aced by AMB263 Introduction to Public cons aced by AMB373 Corporate nunication aced by AMB379 Public Relations aigns Tax Extended Major (BLX) ed by AYB230 Corporations Law AYB219 Taxation Law aced by AYB205 Law of Business s		AYB312 EFB200 Human Re MGB315 IBB205 MGB310	is now AYB232 Financial Institutions Law is eplaced by EFB333 Introductory Econometrics source Management Extended Major (HRX) is now MGB370 Peronsal and Professional Development is now MGB225 Intercultural Communication and Negotiation Skills Sustainability in a Changing Environment was formerly known as MGB212 and MGB334 al Business Extended Major (IBX)
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nunication acced by AMB379 Public Relations aigns Tax Extended Major (BLX) ed by AYB230 Corporations Law AYB219 Taxation Law acced by AYB205 Law of Business s		MGB310 Internation	is now MGB225 Intercultural Communication and Negotiation Skills Sustainability in a Changing Environment was formerly known as MGB212 and MGB334 al Business Extended Major (IBX)
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AYB219 Taxation Law aced by AYB205 Law of Business s	I		• , ,
aced by AYB205 Law of Business s			is now MODOOF lateractional O
s		IBB205	is now MGB225 Intercultural Communication
		IBB303	and Negotiation Skills is now AMB303 International Logistics
AYB232 Financial Institutions		AMB230	now retitled AMB230 Digital Promotions
unting Extended Major (PAX)		IBB312	is replaced by AMb300 Independent Project 1
, , ,		Managama	ant Extended Major (MNV)
AYB219 Taxation Law		•	ent Extended Major (MNX) is now MGB225 Intercultural Communication
dad Maiar (ADV)		100200	and Negotiation Skills
, ,	ı	MGB218	is now MGB324 Managing Business Growth
etitled AMB330 Advertising Planning	ı	MGB315	is now MGB370 Personal & Professional Development
		IBB210	is replaced by AMB210 Importand and Exporting
• • •		IBB303	is now AMB303 International Logistics
aced by EFB333 Introductory	ı	Marketing	Extended Major (MKX)
metrics aced by EFB335 Investments		AMB251	now retitled AMB251 Innovation and Brand Management
ics Extended Major (FEX) (for Banking &	,	AMB260	is replaced by AMB263 Introduction to Public Relations
	ļ ,	AMB351	is now AMB209 Tourism Marketing
pmetrics	,	AMB352	is replaced by AMB252 Business Decision Making
aced by EFB330 Intermediate economics	,	AMB354	is now AMB208 Events Marketing
aced by EFB331 Intermediate		IBB213 IBB303	is now AMB336 International Marketing is now AMB303 International Logistics
aced by EFB336 International			ations Extended Major (PRX)
aced by EFB335 Investments		AMB370	is replaced by AMB374 Global Public Relations
aced by EFB337 Game Theory and ations		AMB371	Cases is replaced by AMB375 Public Relations
y die eili	ed Major (ADX) titled AMB230 Digital Promotions titled AMB330 Advertising Planning to Major (BFX) AYB232 Financial Institutions Law aced by EFB333 Introductory metrics aced by EFB335 Investments aced by EFB335 Investments aced by EFB330 Intermediate aced by EFB331 Intermediate aced by EFB331 Intermediate aced by EFB336 International mics aced by EFB335 Investments aced by EFB336 International mics aced by EFB337 Game Theory and ations	ed Major (ADX) titled AMB230 Digital Promotions titled AMB330 Advertising Planning Major (BFX) AYB232 Financial Institutions Law aced by EFB333 Introductory metrics aced by EFB335 Investments aced by EFB333 Introductory metrics aced by EFB330 Intermediate economics aced by EFB331 Intermediate economics aced by EFB336 International mics aced by EFB335 Investments	AYB219 Taxation Law Red Major (ADX) Red Major (ADX) Ritiled AMB230 Digital Promotions Ritiled AMB330 Advertising Planning Ritiled AMB330 Advertising Planning Ritiled AMB330 Advertising Planning Ritiled AMB330 Advertising Planning Ribbert Major (BFX) RayB232 Financial Institutions Law Riced by EFB333 Introductory Riced by EFB335 Investments Riced by EFB335 Investments Riced by EFB330 Intermediate Riced by EFB330 Intermediate Riced by EFB331 Intermediate Riced by EFB336 International Riced by EFB335 Investments Riced by EFB335 Investments Riced by EFB337 Game Theory and AMB371

Business Law and Tax Specialisation (BLS)			
	• ,		
AYB223	is replaced by AYB230 Corporations Law		
41/D005	: A)/D040 T // I		
AYB325	is now AYB219 Taxation Law		
41/D00F	: AV/DOOF O I 0 D		
AYB305	is now AYB205 Company Law & Practice		
AYB312	is now AYB232 Financial Institutions Law		
AIDSIZ	15 HOW AT D252 I Mancial Institutions Law		
BSB213	is now AYB115 Governance Issues in E-		
DOD2 10			
	Business		
Electronic Business Specialisation (EUS)			
Lieutotilu dusitiess opedialisation (E03)			

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 ITB239 is now INB830 Web Sites for E-Commerce

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			

0	•		,
AMB260	is replaced by AMB Relations	263 Introduction	n to Public
AMB230	now retitled AMB23	30 Digital Promo	tions
AMB354	is now AMB208 Ev	ents Marketing	

Integrated Marketing Communication Specialisation (IMS)

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 Spec	cialisation (SALES)
AMB230	now retitled AMB230

AMB230 now retitled AMB230 Digital Promotion

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specilisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

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 Kavoos 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 m o r e i n f o r m a t i o n 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@gut.com

Full Time Course structure

Year 1 Semester 1

HMB171

Business Faculty Core Unit Business Faculty Core Unit 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 2HMB381 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

AYB221 Computerised Accounting Systems

Year 3 Semester 2

AYB219 Taxation Law

AYB340 Company Accounting

Year 4 Semester 1

FACULTY OF BUSINESS AYB230 Corporations Law Year 2 Semester 2 AYB321 Strategic Management Accounting **EFB222** Quantitative Methods For Economics and Finance Year 4 Semester 2 **EFB223 Economics 2 AYB301** Audit and Assurance Year 3 Semester 1 **AYB311** Financial Accounting Issues **EFB330** Intermediate Macroeconomics **Advertising Major EFB331** Intermediate Microeconomics Year 1 Semester 1 Year 3 Semester 2 BSB126 Marketing Choice units or remaining Business Faculty Core Units **BSB113 Economics** Choice units or remaining Business Faculty Year 1 Semester 2 Core Units BSB110 Accounting Year 4 Semester 1 **BSB115** Management Choice units or remaining Business Faculty Core Units Year 2 Semester 1 Choice units or remaining Business Faculty BSB124 Working in Business Core Units BSB119 **Global Business** Year 4 Semester 2 Year 2 Semester 2 **EFB338** Contemporary Application of Economic Theory AMB200 Consumer Behaviour Choice units or remaining Business Faculty Core Units **AMB220** Advertising Theory and Practice **Choice Units** Year 3 Semester 1 AMB201 Choose any three of the following: Marketing and Audience Research **EFB332 BSB111** Applied Behavioural Economics **Business Law and Ethics EFB333** Introductory Econometrics Year 3 Semester 2 **EFB334 Environmental Economics and Policy AMB318** Advertising Copywriting **EFB336** International Economics AMB319 Media Planning **EFB337** Game Theory and Applications Year 4 Semester 1 Important Note: AMB320 Advertising Management Note: The remaining Business Faculty Core AMB330 Advertising Planning Portfolio Units are BSB119 and BSB126 which must be completed. Year 4 Semester 2 **Finance Major AMB339 Advertising Campaigns** BSB123 Data Analysis Year 1 Semester 1 **BSB113 Economics Economics Major BSB115** Management Year 1 Semester 1 Year 1 Semester 2 **BSB113 Economics BSB124** Working in Business **BSB115** Management BSB126 Marketing Year 1 Semester 2 Year 2 Semester 1 BSB124 Working in Business **BSB110** Accounting BSB123 **Data Analysis Business Law and Ethics BSB111**

Year 2 Semester 2

Data Analysis

Global Business

BSB123

BSB119

Year 2 Semester 1

Accounting

Business Law and Ethics

BSB110

BSB111

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

FACULTY OF BUSINESS MGB200 **Leading Organisations** Year 2 Semester 1 MGB225 Intercultural Communication and Negotiation BSB113 **Economics** BSB124 Working in Business Year 4 Semester 1 Year 2 Semester 2 MGB309 Strategic Management AMB263 Introduction To Public Relations MGB324 Managing Business Growth AMB264 Public Relations Techniques Year 4 Semester 2 Year 3 Semester 1 MGB310 Sustainability in A Changing Environment AMB201 Marketing and Audience Research MGB335 **Project Management BSB111 Business Law and Ethics Marketing Major** Year 3 Semester 2 Year 1 Semester 1 AMB372 **Public Relations Planning** BSB113 **Economics** AMB373 Corporate Communication BSB126 Marketing Year 4 Semester 1 Year 1 Semester 2 AMB374 Global Public Relations Cases BSB111 **Business Law and Ethics** AMB375 **Public Relations Management** BSB115 Management Year 4 Semester 2 Year 2 Semester 1 AMB379 **Public Relations Campaigns BSB119 Global Business** BSB123 **Data Analysis** BSB124 Working in Business Accountancy Major - Students who commenced in 2007 Year 2 Semester 2 and 2008 BSB110 Accounting Year 1 Semester 1 BSB123 **Data Analysis** BSB110 Accounting Year 3 Semester 1 BSB115 Management, People and Organisations AMB200 Consumer Behaviour Year 1 Semester 2 AMB201 Marketing and Audience Research BSB122 Quantitative Analysis and Finance Year 3 Semester 2 **BSB114** Government, Business and Society AMB202 **Integrated Marketing Communication** Year 2 Semester 1 AMB240 Marketing Planning and Management BSB111 **Business Law and Ethics** Year 4 Semester 1 BSB113 **Economics** AMB335 E-marketing Strategies Year 2 Semester 2 AMB340 Services Marketing **AYB121 Financial Accounting** Year 4 Semester 2 AYB223 Law of Business Associations AMB336 International Marketing Year 3 Semester 1 AMB359 Strategic Marketing AYB225 Management Accounting **Public Relations Major** AYB220 Company Accounting

Year 1 Semester 1

BSB119 **Global Business**

Marketing

Year 1 Semester 2

BSB126

BSB110 Accounting **BSB115** Management

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

BSB122 Quantitative Analysis and Finance **IBB202** Fundamentals of International Finance BSB119 International and Electronic Business **IBB217** Asian Business Development Year 3 Semester 1 **IBB208 European Business Development** MGB207 Human Resource Issues and Strategy MGB220 Management Research Methods Year 3 Semester 2 **IBB210 Export Management** Year 3 Semester 2 **IBB317** Contemporary Business in Asia MGB200 Leading Organisations **HRM Option Unit IBB308** Contemporary Business in Europe Year 4 Semester 1 Year 4 Semester 1 MGB221 Performance and Reward **IBB213** International Marketing MGB331 Training and Development **IBB205** Cross-Cultural Communication and Negotiation Year 4 Semester 2 Year 4 Semester 2 MGB320 Recruitment and Selection **IBB300** International Business Strategy **HRM Option Unit IBB303** International Logistics HRM Option Unit List: Important Note HRM students must choose two from the Note: For IBB217 and IBB208 units please above list (one must be a Level 3 unit). contact the School of AMPR regarding MGB201 The Legal Context of Employment Relations alternative unit. MGB210 **Production and Service Management** Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to MGB212 Sustainability in a Changing Environment check for course structure changes. MGB309 Strategic Management Management Major - Students who commenced in 2007 MGB314 Organisational Consulting and Change and 2008 MGB315 Personal and Professional Development MGB335 **Project Management** Year 1 Semester 1 **BSB113 Economics** Important Note for Business Students **BSB115** Management, People and Organisations Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to Year 1 Semester 2 check for course structure changes. **BSB114** Government, Business and Society International Business Major - Students who BSB126 Marketing commenced in 2007 and 2008 Year 2 Semester 1 Year 1 Semester 1 BSB110 Accounting **BSB119** International and Electronic Business **BSB111 Business Law and Ethics** BSB126 Marketing Year 2 Semester 2 Year 1 Semester 2 **BSB122** Quantitative Analysis and Finance **BSB110** Accounting MGB200 Leading Organisations **BSB115** Management, People and Organisations Year 3 Semester 1 Year 2 Semester 1 MGB210 Production and Service Management **BSB114** Government, Business and Society MGB223 Creating New Enterprises BSB122 Quantitative Analysis and Finance Year 3 Semester 2 Year 2 Semester 2 **BSB119** International and Electronic Business **BSB111 Business Law and Ethics** MGB212 Sustainability in a Changing Environment **BSB113 Economics** Year 4 Semester 1 Year 3 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

AMB341 Strategic Marketing

AMB352 Marketing Decision Making

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

Marketing BSB126

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 Fconomics

Year 3 Semester 1

AMB201 Marketing and Audience Research

Public Relations Theory and Practice AMB260

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 preregs & coregs visit: www.hlth.gut.edu.au/study/forcurrentstudents/

Course Updates - List of re-coded and replacement **Business units**

Faculty Core units

	FACULTY	O F	BUS	INESS
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
BSB119	now retitled BSB119 Global Business			School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
BSB122	is replaced by BSB123 Data Analysis		IBB300	is now AMB369 International Business Strategy
	cy Core units		IBB308	is replaced by MGB340 International Business
AYB121	is now AYB200 Financial Accounting AYB121			in the Asia-Pacific
AYB220	is now AYB340 Company Accounting AYB220		Managem	ent Core units
AYB301 Advertising	now retitled AYB301 Audit and Assurance g Core units		MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
AMB221	is now AMB318 Advertising Copywriting		Marketing	Core units
AMB222	is now AMB319 Media Planning		AMB241	is now AMB335 E-Marketing Strategies
AMB321	is now AMB339 Advertising Campaigns		AMB341	is now AMB359 Strategic Marketing
Banking a	anking and Finance Core units		Public Rel	ations Core units
EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance		AMB260	is replaced by AMB263 Introduction to Public Relations
EFB102	now retitled EFB223 Economics 2		AMB360	is replaced by AMB373 Corporate Communication
	s Core units		AMB361	is replaced by AMB379 Public Relations
EFB101	is replaced by EFB222 Quantitative Methods for Economics and Finance			Campaigns
EFB102	now retitled EFB223 Economics 2			Law and Tax Extended Major (BLX)
EFB202	is replaced by EFB330 Intermediate Macroeconomics		AYB223	replaced by AYB230 Corporations Law
EFB211	is replaced by EFB331 Intermediate		AYB325	is now AYB219 Taxation Law
	Microeconomics		AYB305	is replaced by AYB205 Law of Business Entities
EFB314	is replaced by EFB336 International Economics		AYB312	is now AYB232 Financial Institutions
EFB329	is now EFB338 Contemporary Application of Economic			nal Accounting Extended Major (PAX)
	Leonomic		AYB223	is replaced by AYB230 Corporations Law
	Business Core units		AYB325	is now AYB219 Taxation Law
BSB212	is replaced by AYB114 Business Technologies		Advertising	g Extended Major (ADX)
BSB213	is replaced by AYB115 Governance Issus and Fraud		AMB230	now retitled AMB230 Digital Promotions
BSB314	is replaced by Forensic and Business Intelligence		AMB330	now retitled AMB330 Advertising Planning Portfolio
ITB233	IB233 is now INB312 Enterprise Systems Application		Banking E	extended Major (BFX)
ITB823	is now INB830 Web Sites for E-Commerce		AYB312	is now AYB232 Financial Institutions Law
ITB239	is now INB342 Enterprise Data Mining		EFB200	is replaced by EFB333 Introductory Econometrics
Human Re	esource Management Core units		EFB318	is replaced by EFB335 Investments
MGB220	now retitled MGB220 Business Research Methods			Economics Extended Major (FEX) (for Banking &
MGB221	is now MGB339 Performance and Reward		Finance S	
	al Business Core units		EFB200	is replaced by EFB333 Introductory Econometrics
IBB202	is replaced by EFB240 Finance for International Business		EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)		EFB211	is replaced by EFB331 Intermediate Microeconomics
IBB210	is now replaced by AMB210 Importing and Exporting		EFB325	is replaced by EFB336 International Economics
	1 * * U			

	FACULTY	<u>O F</u>	BUS	INESS
EFB318	is replaced by EFB335 Investments		AMB370	is replaced by AMB374 Global Public Relations Cases
EFB324	isreplaced by EFB337 Game Theory and Applications		AMB371	is replaced by AMB375 Public Relations Management
Financial E Students)	Economics Extended Major (FEX) (for Economics		Business I	Law and Tax Specialisation (BLS)
EFB200	s replaced by EFB333 Introductory		AYB223	is replaced by AYB230 Corporations Law
LI DZ00	Econometrics		AYB325	is now AYB219 Taxation Law
EFB324	is replaced by EFB201 Financial Markets		AYB305	is now AYB205 Company Law & Practice
EFB325	is replaced by EFB337 Game Theory and		AYB312	is now AYB232 Financial Institutions Law
	Applications		BSB213	is now AYB115 Governance Issues in E-
Funds Ma	nagement Extended Major (FDX)			Business
EFB318	is replaced by EFB335 Investments		Electronic	Business Specialisation (EUS)
AYB312	is now AYB232 Financial Institutions Law		BSB212	is replaced by AYB114 Business Technologies
EFB200	is eplaced by EFB333 Introductory Econometrics		BSB213	is replaced by AYB115 Governance Issues and Fraud
Human Re	esource Management Extended Major (HRX)		BSB314	is replaced by AYB341 Forensic and Business Intelligence
MGB315	is now MGB370 Peronsal and Professional Development		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
MGB310	Sustainability in a Changing Environment was		ITB239	is now INB342 Enterprise Data Mining
	formerly known as MGB212 and MGB334		Financial F	Economics Specialisation (FES)
Internation	nal Business Extended Major (IBX)		EFB102	is replaced by EFB223 Economics 2
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills		EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB303	is now AMB303 International Logistics		EFB211	is replaced by EFB331 Intermediate
AMB230	now retitled AMB230 Digital Promotions			Microeconomics
IBB312	is replaced by AMb300 Independent Project 1		EFB329	is now 338 Contemporary Applications of Economics
Managem	ent Extended Major (MNX)		EFB314	is replaced by EB336 International Economics
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills		EFB324 EFB325	is replaced by EFB201 Financial Markets is replaced by EFB337 Game Theory and
MGB218	is now MGB324 Managing Business Growth		L1 B020	Applications
MGB315	is now MGB370 Personal & Professional Development		Integrated	Marketing Communication Specialisation (IMS)
IBB210	is replaced by AMB210 Importand and Exporting		AMB260	is replaced by AMB263 Introduction to Public Relations
IBB303	is now AMB303 International Logistics		AMB230	now retitled AMB230 Digital Promotions
			AMB354	is now AMB208 Events Marketing
	Extended Major (MKX)		Internation	nal Logistics Specialisation (ILG)
AMB251	now retitled AMB251 Innovation and Brand Management		IBB303	is now AMB303 International Logistics
AMB260	is replaced by AMB263 Introduction to Public Relations		BSB314	is replaced by AYB341 Forensic and Business Intelligence
AMB351	is now AMB209 Tourism Marketing		IBB210	is replaced by AMB210 Importing and
AMB352	is replaced by AMB252 Business Decision Making		EFB213	Exporting is replaced by AMB252 Business Decision
AMB354	is now AMB208 Events Marketing			Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)
IBB213	is now AMB336 International Marketing			management (onered Sent 1 & 2)
IBB303	is now AMB303 International Logistics		Sales Spe	cialisation (SALES)
Dublic Del	otions Extended Maior (DDV)		AMB230	now retitled AMB230 Digital Promotion
Public Rel	ations Extended Major (PRX)		AMB250	is replaced by MGB225 Intercultural

Communication and Negotiation Skills

International Exchange Specilisation (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 Practicing Accountant, Community Education Officer, Community Health Officer, Community Worker, Disability Services Worker, Exchange Student, Exercise Physiologist, Facilities Manager, Family Services Officer, Fitness Assessor/Personal Trainer, Government Officer, Health Information Manager, Health Physicist, Health Services Manager, Home Economist, Human Resource Developer, Human Resource Manager, Human Services Practitioner, Information Officer, International Business Specialist, Manager, Medical Equipment Sales, Occupational Health and Safety Officer, Public Health Officer, Public Relations Officer/Consultant, Public Servant, 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 m o r e i n f o r m a t i o n 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

Year 3 Semester 2

PYB204 Perception and Cognition

PYB elective (List A or B)
Business Faculty Major Unit
Business Faculty Major Unit

Year 4 Semester 1

PYB304 Physiological Psychology

PYB elective (List B)

Business Faculty Major Unit Business Faculty Major Unit

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

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

FACULTY OF BUSINESS **EFB338** Contemporary Application of Economic Theory Year 2 Semester 1 Choice units BSB110 Accounting Choice units **BSB111 Business Law and Ethics** Choose any three of the following: Year 2 Semester 2 EFB332 **Applied Behavioural Economics** BSB119 **Global Business EFB333** Introductory Econometrics MGB223 Entrepreneurship and Innovation **EFB334 Environmental Economics and Policy** Year 3 Semester 1 EFB336 International Economics **EFB337** MGB207 Game Theory and Applications Human Resource Issues and Strategy MGB220 **Business Research Methods Finance Major** Year 3 Semester 2 Year 1 Semester 1 MGB200 **Leading Organisations** BSB113 **Economics** MGB201 Contemporary Employment Relations **BSB115** Management Year 4 Semester 1 Year 1 Semester 2 MGB331 Learning and Development in Organisations BSB124 Working in Business MGB339 Performance and Reward BSB126 Marketing Year 4 Semester 2 Year 2 Semester 1 MGB320 Recruitment and Selection **BSB110** Accounting MGB370 Personal and Professional Development BSB111 **Business Law and Ethics International Business Major** Year 2 Semester 2 BSB119 Year 1 Semester 1 **Global Business** MGB223 Entrepreneurship and Innovation BSB119 **Global Business** BSB126 Marketing Year 3 Semester 1 EFB210 Finance 1 Year 1 Semester 2 **EFB223 Economics 2** BSB110 Accounting BSB115 Management Year 3 Semester 2 **EFB201 Financial Markets** Year 2 Semester 1 **EFB307** Finance 2 BSB113 **Economics** BSB124 Working in Business Year 4 Semester 1 **EFB333** Year 2 Semester 2 Introductory Econometrics **BSB111** EFB335 Investments **Business Law and Ethics** MGB223 Entrepreneurship and Innovation Year 4 Semester 2 EFB312 International Finance Year 3 Semester 1 **EFB340** AYB227 Finance Capstone International Accounting MGB225 Intercultural Communication and Negotiation **Human Resource Management Major** Skills Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** AMB210 Importing and Exporting BSB115 Management EFB240 Finance for International Business

Year 4 Semester 1

International Logistics

International Marketing

AMB303

AMB336

Year 1 Semester 2

Working in Business

Marketing

BSB124

BSB126

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 now replaced by BSB124 Working in Business BSB114 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

now replaced by BSB124 Working in Business

now replaced by BSB123 Data Analysis

BSB114 BSB126

BSB110

BSB111

BSB122

Year 2 Semester 1

Year 2 Semester 2

Marketing

Accounting

Business Law and Ethics

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

	. // 0 0 = 1 :		
HRM Opti	on Unit List	IBB300	now replaced by AMB369 International Business Strategy
1400004	Plus 2 units from the following list:	IBB303	now replaced by AMB303 International
MGB201	Contemporary Employment Relations		Logistics
MGB210 MGB310	Managing Operations	Important	Note:
	now replaced by MGB310 Sustainability in Changing Environment		Note: For IBB217 and IBB208 units please contact the School of AMPR regarding
MGB309	Strategic Management		alternative units.
MGB314			ent Major - Students who commenced in 2008
MGB315	now replaced by MGB370 Personal and Professional Development	Year 1 Se	mester 1
MGB335	Project Management	BSB113	Economics
	HRM Students must choose two units from the above list (one must be a Level 3 unit).	BSB115	Management
Internatio	nal Businss Major - Students who commenced	Year 1 Se	mester 2
in 2008		BSB114	now replaced by BSB124 Working in Business
Year 1 Se	mester 1	BSB126	Marketing
BSB126	Marketing	\/00-	
BSB119	Global Business	Year 2 Se	
		BSB110 BSB111	Accounting Business Law and Ethics
Year 1 Se		וווטטט	Dusiness Law and Luncs
BSB110	Accounting	Year 2 Se	mester 2
BSB115	Management	BSB122	now replaced by BSB123 Data Analysis
Year 2 Se	mester 1	MGB200	Leading Organisations
BSB114	now replaced by BSB124 Working in Business	Year 3 Se	mester 1
BSB122	now replaced by BSB123 Data Analysis	MGB210	Managing Operations
Year 2 Se	mester 2	MGB223	Entrepreneurship and Innovation
BSB111	Business Law and Ethics	Year 3 Se	mostor 2
BSB113	Economics	BSB119	Global Business
V2 C-	and the state of t	MGB212	now replaced by MGB310 Sustainability in a
Year 3 Se EFB202	now replaced by EFB240 Finance for		Changing Environment
EFBZUZ	International Business	Year 4 Se	mester 1
IBB217	Asian Business Development	MGB309	Strategic Management
	OR		Management Option Unit
IBB208	European Business Development	V40-	
Year 3 Se	Year 3 Semester 2		mester 2
IBB210	now replaced by Importing and Exporting	MGB335	Project Management Management Option Unit
IBB317	now replaced by MGB340 International		манадетнети Орион опи
	Business in the Asia-Pacific	Managem	ent Option Unit List
	OR		Management Students must choose two from the following:
IBB308	now replaced by MGB340 International Business in the Asia-Pacific	MGB201	Contemporary Employment Relations
		MGB218	Managing Business Growth
Year 4 Se		MGB314	Organisational Consulting and Change
IBB213	now replaced by AMB336 International Marketing	MGB315	Personal and Professional Development
IBB205	now replaced by MGB225 Inercultural Communication and Negotiation Skills	IBB205	Intercultural Communication and Negotiation Skills
Year 4 Se	<u> </u>		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 Businss 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

EFB102	now retitled EFB223 Economics 2		Relations	
Economics	s 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	AYB223	Law and Tax Extended Major (BLX) replaced by AYB230 Corporations Law	
EEDO44	Macroeconomics	AYB325	is now AYB219 Taxation Law	
EFB211	is replaced by EFB331 Intermediate Microeconomics	AYB305	is replaced by AYB205 Law of Business	
EFB314	is replaced by EFB336 International Economics	AYB312	Entities is now AYB232 Financial Institutions	
EFB329	is now EFB338 Contemporary Application of Economic		nal Accounting Extended Major (PAX)	
		AYB223	is replaced by AYB230 Corporations Law	
Electronic	Business Core units	AYB325	is now AYB219 Taxation Law	
BSB212	is replaced by AYB114 Business Technologies	ATDJZJ	IS HOW AT DZ 19 TAXALION LAW	
BSB213	is replaced by AYB115 Governance Issus and Fraud	Advertising	g Extended Major (ADX)	
BSB314	is replaced by Forensic and Business	AMB230	now retitled AMB230 Digital Promotions	
ITB233	Intelligence is now INB312 Enterprise Systems Application	AMB330	now retitled AMB330 Advertising Planning Portfolio	
ITB823	is now INB830 Web Sites for E-Commerce	Banking F	xtended Major (BFX)	
ITB023	is now INB342 Enterprise Data Mining	AYB312	is now AYB232 Financial Institutions Law	
	esource Management Core units	EFB200	is replaced by EFB333 Introductory	
MGB220	now retitled MGB220 Business Research	EED040	Econometrics	
	Methods	EFB318	is replaced by EFB335 Investments	
MGB221	is now MGB339 Performance and Reward	Financial I Finance S	Economics Extended Major (FEX) (for Banking & tudents)	
	nal Business Core units	EFB200	is replaced by EFB333 Introductory	
IBB202	is replaced by EFB240 Finance for International Business	EFB202	Econometrics is replaced by EFB330 Intermediate	
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB211	Macroeconomics is replaced by EFB331 Intermediate Microeconomics	
IBB210	is now replaced by AMB210 Importing and Exporting	EFB325	is replaced by EFB336 International Economics	
IBB213	is now AMB336 International Marketing	EFB318	is replaced by EFB335 Investments	
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB324	isreplaced by EFB337 Game Theory and Applications	
IBB300	is now AMB369 International Business Strategy	Financial I Students)	Economics Extended Major (FEX) (for Economics	
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	EFB200	s replaced by EFB333 Introductory Econometrics	
Managom	ent Core units	EFB324	is replaced by EFB201 Financial Markets	
MGB310	Sustainability in a Changing Environment was	EFB325	is replaced by EFB337 Game Theory and	
MGB310	formerly known as MGB212 and MGB334		Applications	
Marketing	Core units	Funds Ma	nagement 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	
D		EFB200	is eplaced by EFB333 Introductory	
	ations Core units		Econometrics	
AMB260	is replaced by AMB263 Introduction to Public	Human Re	esource Management Extended Major (HRX)	

	FACULTY	OF BUS	INESS	
MGB315	is now MGB370 Peronsal and Professional Development	ITB233	is now INB312 Enterprise Systems Applications	
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	ITB823 ITB239	is now INB830 Web Sites for E-Commerce is now INB342 Enterprise Data Mining	
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334		Economics Specialisation (FES)	
ntarnation	and Durainana Extended Major (IDV)	EFB102	is replaced by EFB223 Economics 2	
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB202	is replaced by EFB330 Intermediate Macroeconomics	
IBB303	is now AMB303 International Logistics	EFB211	is replaced by EFB331 Intermediate Microeconomics	
AMB230	now retitled AMB230 Digital Promotions	EFB329	is now 338 Contemporary Applications of	
BB312	is replaced by AMb300 Independent Project 1		Economics	
Manageme	ent Extended Major (MNX)	EFB314	is replaced by EB336 International Economic	
BB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB324 EFB325	is replaced by EFB201 Financial Markets is replaced by EFB337 Game Theory and	
MGB218	is now MGB324 Managing Business Growth		Applications	
MGB315	is now MGB370 Personal & Professional	Integrated	Marketing Communication Specialisation (IM	
BB210	Development is replaced by AMB210 Importand and	AMB260	is replaced by AMB263 Introduction to Publ Relations	
	Exporting	AMB230	now retitled AMB230 Digital Promotions	
BB303	is now AMB303 International Logistics	AMB354	is now AMB208 Events Marketing	
Marketing	Extended Major (MKX)	Internation	nal Logistics Specialisation (ILG)	
AMB251	now retitled AMB251 Innovation and Brand Management	IBB303	is now AMB303 International Logistics	
AMB260	is replaced by AMB263 Introduction to Public Relations	BSB314	is replaced by AYB341 Forensic and Busine Intelligence	
AMB351	is now AMB209 Tourism Marketing	IBB210	is replaced by AMB210 Importing and Exporting	
AMB352	is replaced by AMB252 Business Decision Making	EFB213	is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Proje	
AMB354	is now AMB208 Events Marketing		Management (offered Sem 1 & 2)	
BB213	is now AMB336 International Marketing	Sales Sne	cialisation (SALES)	
BB303	is now AMB303 International Logistics	AMB230	now retitled AMB230 Digital Promotion	
Public Rela	ations Extended Major (PRX)	AMB250	is replaced by MGB225 Intercultural	
AMB370	is replaced by AMB374 Global Public Relations Cases		Communication and Negotiation Skills	
AMB371	is replaced by AMB375 Public Relations		nal Exchange Specilisation (IEX)	
	Management	IBB205	is now MGB225 Intercultural Communicatio and Negotiation Skills	
	_aw and Tax Specialisation (BLS)	Potential (Careers:	
AYB223	is replaced by AYB230 Corporations Law		xecutive, Accountant, Advertising Profession	
AYB325	is now AYB219 Taxation Law	Banking a	nd Finance Professional, Economist, Finan	
AYB305	is now AYB205 Company Law & Practice	Advisor/Analyst, Government Officer, Human Reso Manager, International Business Specialist, Mana Market Research Manager, Marketing Officer/Mana		
AYB312	is now AYB232 Financial Institutions Law			
3SB213	is now AYB115 Governance Issues in E- Business	Psychologist, Public Relations Officer/Consultant, Pub Servant.		
Electronic	Business Specialisation (EUS)			
BSB212	is replaced by AYB114 Business Technologies			
BSB213	is replaced by AYB115 Governance Issues and Fraud	d		
BSB314	is replaced by AYB341 Forensic and Business Intelligence			

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 handson, 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, handson 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 Futher 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

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.

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	INB306	Project 1
	completed a minimum of 36 credit points (3	INB307	Project 2
	units) of IT Breadth Option Units before commencing these units. The units are	INB308	Project 3
	grouped in areas to assist you in focusing your	INB355	Cryptology and Protocols
	studies.	INB365	Systems Programming
1.	BUSINESS PROCESS MANAGEMENT:	INB860	Computational Intelligence for Control and
INB320	Business Process Modelling		Embedded Systems
INB321	Business Process Management	Please no	te:
INB322	Information Systems Consulting		INB343 & INB323 are not offered in 2010
INB123	Project Management Practice	IV.50 D	
2.	DATA WAREHOUSING:	structure	siness component (Accountancy) - course
INB340	Database Design	on aotaro	
INB341	Software Development With Oracle	Year 1, Se	emester 1
INB342	Enterprise Data Mining	BSB110	Accounting
INB343	Advanced Data Mining and Data Warehousing	BSB115	Management
	Please note: INB343 not offered in 2010		Information Technology unit
3.	DIGITAL ENVIRONMENTS:		Information Technology unit
INB345	Mobile Devices	V 4.0	
INB346	Enterprise 2.0	Year 1, Se	
INB347	Web 2.0 Applications	BSB123	Data Analysis
INB335	Information Resources	BSB126	Marketing
4.	ENTERPRISE SYSTEMS:		Information Technology unit
INB123	Project Management Practice		Information Technology unit
INB221	Technology Management	Year 2, Se	emester 1
INB311	Enterprise Systems	BSB111	Business Law and Ethics
INB312	Enterprise Systems Applications	BSB113	Economics
5.	NETWORK SYSTEMS:		Information Technology unit
INB350	Internet Protocols and Services		Information Technology unit
INB351	Computer Network Administration		ee.e.g, a
INB352	Network Planning and Deployment	Year 2, Se	emester 2
INB353	Wireless and Mobile Networks	AYB200	Financial Accounting
6.	SOFTWARE ENGINEERING:	AYB225	Management Accounting
INB370	Software Development		Information Technology unit
INB371	Data Structures and Algorithms		Information Technology unit
INB372	Agile Software Development	Year 3, Se	emester 1
INB374	Enterprise Software Architecture	EFB210	Finance 1
7.	WEB TECHNOLOGIES:	AYB219	Taxation Law
INB313	Electronic Commerce Site Development	AIDZIS	Information Technology unit
INB373	Web Application Development		Information Technology unit
INB374	Enterprise Software Architecture		information recrinology unit
INB385	Multimedia Systems	Year 3, Se	emester 2
INB386	Advanced Multimedia Systems	AYB230	Corporations Law
8.	UNGROUPED:	AYB340	Company Accounting
o. INB204	Special Topic 1		Information Technology unit
INB204 INB205	Special Topic 2		Information Technology unit
INB304		V 1.0	
	Special Topic 3	Year 4, Se	
INB305	Special Topic 4	AYB311	Financial Accounting Issues

AYB321 Strategic Management Accounting

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

Information Technology unit Information Technology unit

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

Core Units

Choice Units or remaining Business Faculty

Core Units

null null

Year 4, Semester 2

EFB338 Contemporary Application of Economic Theory

Choice Units or remaining Business Faculty

Core Units

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

Important Note:

Note: Both BSB119 and BSB126 units are the remaining Business Faculty Core Units which

are to completed.

IX58 - Business component (Finance) - course structure

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 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 3, Semester 1

EFB222 Quantitative Methods For Economics and

Finance

EFB210 Finance 1

Information Technology unit Information Technology unit

Year 3, Semester 2

EFB201 Financial Markets

EFB307 Finance 2

Information Technology unit Information Technology unit

Year 4, Semester 1

EFB223 Economics 2

EFB335 Investments

Information Technology unit Information Technology unit

Year 4, Semester 2

EFB312 International Finance

EFB340 Finance Capstone

Information Technology unit Information Technology unit

IX58 - Business component (Human Resource Management) - course structure

Year 1, Semester 1

BSB113 Economics

BSB115 Management

Information Technology unit Information Technology uniti

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 2

BSB123 Data Analysis

BSB119 Global Business

Information Technology unit Information Technology unit

Year 3, Semester 1

MGB207 Human Resource Issues and Strategy

MGB220 Business Research Methods

Information Technology unit Information Technology unit

Year 3, Semester 2

MGB200 Leading Organisations

MGB201 Contemporary Employment Relations

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 2

MGB320 Recruitment and Selection

MGB370 Personal and Professional Development

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 2

BSB110 Accounting

BSB115 Management

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 2

BSB111 Business Law and Ethics

BSB113 Economics

Information Technology unit Information Technology unit

Year 3, Semester 1

MGB225 Intercultural Communication and Negotiation

Skills

AYB227 International Accounting

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

AMB303 International Logistics
AMB336 International Marketing

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 (Management) - course structure

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 2, Semester 1

BSB110 Accounting

BSB111 Business Law and Ethics

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

MGB210 Managing Operations

MGB223 Entrepreneurship and Innovation 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 4, Semester 1

MGB309 Strategic Management

MGB324 Managing Business Growth

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

IX58 - Business component (Marketing) - course structure

Year 1, Semester 1

BSB126 Marketing BSB113 Economics

Information Technology unit Information Technology unit

Year 1, Semester 2

BSB111 Business Law and Ethics

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 2

BSB110 Accounting

BSB123 Data Analysis

Information Technology unit Information Technology unit

Year 3, Semester 1

AMB200 Consumer Behaviour

AMB201 Marketing and Audience Research

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

AMB335 E-marketing Strategies

AMB340 Services Marketing

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 (Public Relations) - course structure

Year 1, Semester 1

BSB119 Global Business

BSB126 Marketing

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

BSB113 Economics

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

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 Kavoos 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

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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

Business Faculty Core Unit - See Appendix 1 Year 1 Semester 2 **INB103** Industry Insights BSB111 **Business Law and Ethics** INB120 Corporate Systems BSB123 Data Analysis BSB126 Marketing Year 1, Semester 2 Business Faculty Core Unit - See Appendix 1 Year 2 Semester 1 Business Faculty Core Unit - See Appendix 1 BSB113 **Economics INB123 Project Management Practice** BSB124 Working in Business **BSB115** Management Year 2 Semester 2 Year 2, Semester 1 AYB200 **Financial Accounting** Business Faculty Core Unit - See Appendix 1 **AYB225** Management Accounting Business Faculty Core Unit - See Appendix 1 Year 3 Semester 1 **INB101** Impact of IT EFB210 Finance 1 **INB122** Organisational Databases AYB221 Computerised Accounting Systems Year 2, Semester 2 Year 3 Semester 2 Business Faculty Core Unit - See Appendix 1 AYB219 **Taxation Law** Business Faculty Core Unit - See Appendix 1 AYB340 Company Accounting Information Systems Development **INB124** MGB223 Entrepreneurship and Innovation **INB313 Electronic Commerce Site Development** Year 4 Semester 1 Year 3, Semester 1 **AYB230** Corporations Law Business Faculty Major Unit - See Appendix 1 AYB321 Strategic Management Accounting Business Faculty Major Unit - See Appendix 1 **INB220 Business Analysis** Year 4 Semester 2 **INB221 Technology Management AYB301** Audit and Assurance **AYB311** Financial Accounting Issues Year 3, Semester 2 Business Faculty Major Unit - See Appendix 1 **Advertising Major** Business Faculty Major Unit - See Appendix 1 Year 1 Semester 1 **BSB126** Marketing BSB113 **Economics INB320 Business Process Modelling** BSB126 Marketing Year 4, Semester 1 Year 1 Semester 2 Business Faculty Major Unit - See Appendix 1 BSB110 Accounting Business Faculty Major Unit - See Appendix 1 **BSB115** Management **INB312 Enterprise Systems Applications Global Business** BSB119 **INB322** Information Systems Consulting Year 2 Semester 1 Year 4, Semester 4 **BSB124** Working in Business Business Faculty Major Unit - See Appendix 1 **Business Law and Ethics** BSB111 Business Faculty Major Unit - See Appendix 1 MGB223 Entrepreneurship and Innovation Year 2 Semester 2 **INB325** Corporate Systems Management Project AMB200 Consumer Behaviour AMB220 Advertising Theory and Practice **Accountancy Major** Year 3 Semester 1 Year 1 Semester 1 **AMB201** Marketing and Audience Research BSB110 Accounting Choose one of: **BSB115** Management

AMB202

Integrated Marketing Communication

AMB230 **Digital Promotions** Choose any three of the following: AMB331 **EFB332 Direct Marketing** Applied Behavioural Economics **EFB333** Introductory Econometrics Year 3 Semester 2 **EFB334 Environmental Economics and Policy AMB318** Advertising Copywriting **EFB336** International Economics **AMB319** Media Planning **EFB337** Game Theory and Applications BSB123 Data Analysis Important Information: Year 4 Semester 1 Please note: BSB126 is the remaining Faculty AMB320 Core Unit to be completed. Please check for Advertising Management unit availability for Choice units. **AMB330** Advertising Planning Portfolio **Finance Major** Year 4 Semester 2 **AMB339** Advertising Campaigns Year 1 Semester 1 MGB223 Entrepreneurship and Innovation **BSB113 Economics BSB115** Management **Economics Major** Year 1 Semester 2 Year 1 Semester 1 **BSB119 Global Business** BSB113 **Economics BSB124** Working in Business **BSB115** Management **BSB126** Marketing Year 1 Semester 2 Year 2 Semester 1 BSB110 Accounting **BSB110** Accounting BSB123 Data Analysis **BSB111 Business Law and Ethics** BSB124 Working in Business Year 2 Semester 2 Year 2 Semester 1 **BSB123 Data Analysis** BSB111 **Business Law and Ethics** MGB223 Entrepreneurship and Innovation BSB119 **Global Business** Year 3 Semester 1 Year 2 Semester 2 **EFB222** Quantitative Methods For Economics and **EFB222** Quantitative Methods For Economics and Finance Finance **EFB210** Finance 1 **EFB223 Economics 2** Year 3 Semester 2 Year 3 Semester 1 EFB201 **Financial Markets EFB330** Intermediate Macroeconomics **EFB223 Economics 2 EFB331** Intermediate Microeconomics **EFB307** Finance 2 Year 3 Semester 2 Year 4 Semester 1 BSB126 Marketing **EFB335** Investments Choice units or remaining Faculty Core Unit **EFB333** Introductory Econometrics Choice units or remaining Faculty Core Unit Year 4 Semester 2 Year 4 Semester 1 **EFB312** International Finance Choice units or remaining Faculty Core Unit **EFB340** Finance Capstone Choice units or remaining Faculty Core Unit **Human Resource Management** Year 4 Semester 2 **EFB338** Contemporary Application of Economic Theory Year 1 Semester 1 MGB223 Entrepreneurship and Innovation **BSB113 Economics**

Choice Units

BSB115

Management

	FACULTY	<u>O F</u>	BUSI	NESS	
Year 1 Semester 2 Year 3 Semester 2					
BSB119	Global Business	_	AMB210	Importing and Exporting	
BSB124	Working in Business		MGB223	Entrepreneurship and Innovation	
BSB126	Marketing		EFB240	Finance for International Business	
Year 2 Sen	mester 1		Year 4 Sen	nester 1	
BSB110	Accounting		AMB303	International Logistics	
BSB111	Business Law and Ethics		AMB336	International Marketing	
Year 2 Sen	mester 2		Year 4 Sen	nester 2	
BSB123	Data Analysis		MGB340	International Business in the Asia-pacific	
MGB200	Leading Organisations		AMB369	International Business Strategy	
Year 3 Sen	mester 1	ı	Manageme	ent Major	
MGB207	Human Resource Issues and Strategy		Year 1 Sen	nactor 1	
MGB220	Business Research Methods		BSB113	Economics	
Year 3 Ser	montor 2		BSB115		
MGB201	Contemporary Employment Relations		פווספם	Management	
MGB201	Entrepreneurship and Innovation		Year 1 Sen	nester 2	
MGB314	Organisational Consulting and Change		BSB111	Business Law and Ethics	
MGD314	Organisational Consulting and Change		BSB124	Working in Business	
Year 4 Sen	mester 1		BSB126	Marketing	
MGB331	Learning and Development in Organisations		Year 2 Sen	nester 1	
MGB339	Performance and Reward		BSB110	Accounting	
Year 4 Sen	mester 2		BSB123	Data Analysis	
MGB320	Recruitment and Selection			·	
MGB370	Personal and Professional Development		Year 2 Sen		
I4	·		BSB119	Global Business	
International Business Major			MGB200	Leading Organisations	
Year 1 Sen	mester 1		Year 3 Sen	nester 1	
BSB119	Global Business		MGB210	Managing Operations	
BSB126	Marketing		MGB223	Entrepreneurship and Innovation	
Year 1 Sen	mester 2		Year 3 Sen	nester 2	
BSB110	Accounting		MGB201	Contemporary Employment Relations	
BSB115	Management		MGB225	Intercultural Communication and Negotiation Skills	
BSB123	Data Analysis		AMB252	Business Decision Making	
Year 2 Sen	mester 1		Year 4 Sen	nastar 1	
BSB111	Business Law and Ethics		MGB309	Strategic Management	
BSB124	Working in Business		MGB324	Managing Business Growth	
Year 2 Sen	mester 2				
	Economics		Year 4 Sen		
BSB113	Lochenilos		MODO40		
	Intercultural Communication and Negotiation		MGB310	Sustainability in A Changing Environment	
BSB113			MGB310 MGB335	Project Management	
BSB113	Intercultural Communication and Negotiation Skills			Project Management	
BSB113 MGB225	Intercultural Communication and Negotiation Skills	ı	MGB335	Project Management Major	

BSB126 Marketing Year 2 Semester 1 Year 1 Semester 2 BSB111 **Business Law and Ethics** BSB111 **Business Law and Ethics BSB124** Working in Business **BSB115** Management Year 2 Semester 2 BSB119 **Global Business** AMB263 Introduction To Public Relations Year 2 Semester 1 AMB264 Public Relations Techniques BSB110 Accounting Year 3 Semester 1 BSB124 Working in Business AMB201 Marketing and Audience Research MGB223 Year 2 Semester 2 Entrepreneurship and Innovation BSB123 **Data Analysis** Year 3 Semester 2 MGB223 Entrepreneurship and Innovation BSB123 Data Analysis Year 3 Semester 1 AMB372 **Public Relations Planning** AMB200 AMB373 Consumer Behaviour Corporate Communication AMB220 Advertising Theory and Practice Year 4 Semester 1 Global Public Relations Cases AMB374 Marketing Choice Unit Choose one of: Year 3 Semester 2 AMB202 **Integrated Marketing Communication Events Marketing** AMB202 AMB208 **Integrated Marketing Communication** AMB240 Marketing Planning and Management AMB310 Internship Year 4 Semester 2 AMB201 Marketing and Audience Research **AMB375 Public Relations Management** AMB379 **Public Relations Campaigns** Marketing Choice Unit Accountancy Major - Students who commenced in 2008 Year 4 Semester 1 AMB335 E-marketing Strategies Year 1 Semester 1 AMB340 Services Marketing BSB110 Accounting BSB126 Marketing Year 4 Semester 2 Year 1 Semester 2 AMB336 International Marketing AMB359 BSB115 Strategic Marketing Management BSB123 Data Analysis Marketing Choice Unit List BSB124 Working in Business Choose one from the following: AMB208 **Events Marketing** Year 2 Semester 1 BSB113 AMB252 **Business Decision Making Economics** AMB310 Internship BSB111 **Business Law and Ethics Public Relations Major** Year 2 Semester 2 AYB200 **Financial Accounting** Year 1 Semester 1 AYB230 Corporations Law BSB119 **Global Business** BSB126 Marketing Year 3 Semester 1 AYB340 Company Accounting Year 1 Semester 2 AYB225 Management Accounting BSB110 Accounting Year 3 Semester 2 BSB113 **Economics** AYB219 **Taxation Law** BSB115 Management

AYB221 Computerised Accounting Systems MGB223 Entrepreneurship and Innovation **EFB222** Quantitative Methods For Economics and Important Information for Business Students Finance Note: Please refer to "Course Updates - List of Year 4 Semester 1 re-coded and replacement Business units" to check for course structure changes. AYB301 Audit and Assurance **AYB311** Financial Accounting Issues Course Updates - List of re-coded and replacement **Business units AYB321** Strategic Management Accounting **Faculty Core units** is replaced by BSB124 Working in Business **BSB114** Year 4 Semester 2 **BSB115** now retitled BSB115 Management EFB210 Finance 1 **BSB119** now retitled BSB119 Global Business MGB223 Entrepreneurship and Innovation BSB122 is replaced by BSB123 Data Analysis Information for Business Students **Accountancy Core units** Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to **AYB121** is now AYB200 Financial Accounting AYB121 check for course structure changes. AYB220 is now AYB340 Company Accounting AYB220 Banking and Finance Major - Students who commenced AYB301 now retitled AYB301 Audit and Assurance in 2008 Advertising Core units Year 1 Semester 1 **AMB221** is now AMB318 Advertising Copywriting BSB113 **Economics** AMB222 is now AMB319 Media Planning **BSB123 Data Analysis AMB321** is now AMB339 Advertising Campaigns Year 1 Semester 2 Banking and Finance Core units BSB119 **Global Business** is replaced by EFB222 Quantitative Methods **EFB101** BSB124 Working in Business for Economics and Finance **BSB115** Management **EFB102** now retitled EFB223 Economics 2 Year 2 Semester 1 **Economics Core units** is replaced by EFB222 Quantitative Methods BSB110 **EFB101** Accounting for Economics and Finance **BSB111 Business Law and Ethics EFB102** now retitled EFB223 Economics 2 Year 2 Semester 2 **EFB202** is replaced by EFB330 Intermediate Macroeconomics **EFB222** Quantitative Methods For Economics and Finance **EFB211** is replaced by EFB331 Intermediate Microeconomics **EFB210** Finance 1 **EFB314** is replaced by EFB336 International **Economics** Year 3 Semester 1 **EFB329** is now EFB338 Contemporary Application of EFB200 Applied Regression Analysis Economic **EFB201 Financial Markets Electronic Business Core units** Year 3 Semester 2 **BSB212** is replaced by AYB114 Business Technologies **EFB307** Finance 2 **BSB213** is replaced by AYB115 Governance Issus and **EFB223 Economics 2** Fraud BSB126 Marketing **BSB314** is replaced by Forensic and Business Intelligence Year 4 Semester 1 **ITB233** is now INB312 Enterprise Systems Application **EFB335** Investments ITB823 is now INB830 Web Sites for E-Commerce Any Banking and Finance Unit ITB239 is now INB342 Enterprise Data Mining Year 4 Semester 2 **Human Resource Management Core units EFB312** International Finance MGB220 now retitled MGB220 Business Research

	: // COLITION		···
MGB221	Methods is now MGB339 Performance and Reward	Financial I	Economics Extended Major (FEX) (for Banking & students)
Internation	nal Business Core units	EFB200	is replaced by EFB333 Introductory Econometrics
IBB202	is replaced by EFB240 Finance for International Business	EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB208	IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB211	is replaced by EFB331 Intermediate Microeconomics
IBB210	is now replaced by AMB210 Importing and Exporting	EFB325	is replaced by EFB336 International Economics
IBB213	is now AMB336 International Marketing	EFB318	is replaced by EFB335 Investments
IBB217	IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)	EFB324	isreplaced by EFB337 Game Theory and Applications
IBB300	is now AMB369 International Business Strategy	Students)	Economics Extended Major (FEX) (for Economics
IBB308	is replaced by MGB340 International Business in the Asia-Pacific	EFB200	s replaced by EFB333 Introductory Econometrics
	iii dio / tola i dollo	EFB324	is replaced by EFB201 Financial Markets
Manageme	ent Core units	EFB325	is replaced by EFB337 Game Theory and
MGB310	Sustainability in a Changing Environment was		Applications
	formerly known as MGB212 and MGB334	Funds Ma	nagement Extended Major (FDX)
Marketing	Core units	EFB318	is replaced by EFB335 Investments
AMB241	is now AMB335 E-Marketing Strategies	AYB312	is now AYB232 Financial Institutions Law
AMB341	is now AMB359 Strategic Marketing	EFB200	is eplaced by EFB333 Introductory Econometrics
Public Rela	ations Core units	Luman Da	oscurso Managament Extended Major (HDV)
AMB260	is replaced by AMB263 Introduction to Public Relations	MGB315	is now MGB370 Peronsal and Professional
AMB360	is replaced by AMB373 Corporate Communication	IBB205	Development is now MGB225 Intercultural Communication and Negotiation Skills
AMB361	is replaced by AMB379 Public Relations Campaigns	MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334
Business I	_aw and Tax Extended Major (BLX)		ionnony known as WODZ1Z and WOD504
AYB223	replaced by AYB230 Corporations Law	Internation	nal Business Extended Major (IBX)
AYB325	is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication
AYB305	is replaced by AYB205 Law of Business	IBB303	and Negotiation Skills is now AMB303 International Logistics
	Entities	AMB230	now retitled AMB230 Digital Promotions
AYB312	is now AYB232 Financial Institutions	IBB312	is replaced by AMb300 Independent Project 1
	nal Accounting Extended Major (PAX)	Managem	ent Extended Major (MNX)
AYB223 AYB325	is replaced by AYB230 Corporations Law is now AYB219 Taxation Law	IBB205	is now MGB225 Intercultural Communication and Negotiation Skills
Advertising	g Extended Major (ADX)	MGB218	is now MGB324 Managing Business Growth
AMB230	now retitled AMB230 Digital Promotions	MGB315	is now MGB370 Personal & Professional
AMB330	now retitled AMB330 Advertising Planning	IBB210	Development is replaced by AMB210 Importand and
	Portfolio		Exporting
	xtended 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

BUSINESS

	FACULTY (
	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 Rel	ations Extended Major (PRX)
AMB370	is replaced by AMB374 Global Public Relations Cases
AMB371	is replaced by AMB375 Public Relations Management
Business I	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 I	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
Internation	nal 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 Specilisation (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 Practicing 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 Kavoos 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@gut.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)

Vear	1	. Semester	1
rear	- 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

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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

Fundamentals of Game Design

Software Technologies*

* Requirements for this Major is a SA or better in Queensland Maths B (or equivalent)

INB270 Programming

MAB281 Mathematics for Computer Graphics

INB210 BSB124 **Databases** Working in Business **INB250 BSB119** Global Business Systems Architecture INB370 Software Development Year 2 Semester 2 **INB371 Data Structures and Algorithms** AMB200 Consumer Behaviour **INB381** Modelling and Animation Techniques AMB220 Advertising Theory and Practice INB382 Real Time Rendering Techniques OR Year 3 Semester 1 null **INB383** Al for Games AMB201 Marketing and Audience Research **BSB111 Business Law and Ethics Accountancy Major** Year 3 Semester 2 Year 1 Semester 1 AMB318 **Advertising Copywriting BSB110** Accounting AMB319 Media Planning BSB115 Management Year 4 Semester 1 Year 1 Semester 2 AMB320 Advertising Management BSB123 **Data Analysis** AMB330 Advertising Planning Portfolio BSB126 Marketing Year 4 Semester 2 Year 2 Semester 1 AMB339 **Advertising Campaigns** BSB111 **Business Law and Ethics** BSB123 Data Analysis BSB113 **Economics Economics Major** Year 2 Semester 2 AYB200 Financial Accounting Year 1 Semester 1 AYB225 Management Accounting BSB113 **Economics BSB115** Management Year 3 Semester 1 EFB210 Finance 1 Year 1 Semester 2 **AYB221** Computerised Accounting Systems BSB124 Working in Business BSB123 **Data Analysis** Year 3 Semester 2 **AYB219 Taxation Law** Year 2 Semester 1 **AYB340** Company Accounting BSB110 Accounting **BSB111 Business Law and Ethics** Year 4 Semester 1 AYB230 Corporations Law Year 2 Semester 2 Quantitative Methods For Economics and AYB321 Strategic Management Accounting **EFB222** Finance Year 4 Semester 2 **EFB223 Economics 2** Audit and Assurance AYB301 Year 3 Semester 1 AYB311 Financial Accounting Issues EFB330 Intermediate Macroeconomics **Advertising Major** EFB331 Intermediate Microeconomics Year 1 Semester 1 Year 3 Semester 2 BSB126 Marketing Choice units or remaining Faculty Core Units BSB113 **Economics** Choice units or remaining Faculty Core Units Year 1 Semester 2 Year 4 Semester 1

Year 4 Semester 2

Choice units or remaining Faculty Core Units

Choice units or remaining Faculty Core Units

BSB110

BSB115

Year 2 Semester 1

Accounting

Management

FACULTY OF BUSINESS **EFB338** Contemporary Application of Economic Theory BSB113 **Economics** Choice units or remaining Faculty Core Units **BSB115** Management **Choice Units** Year 1 Semester 2 Choose any three of the following: BSB124 Working in Business **EFB332** Applied Behavioural Economics BSB126 Marketing **EFB333** Introductory Econometrics Year 2 Semester 1 **EFB334 Environmental Economics and Policy BSB110** Accounting **EFB336** International Economics **BSB111 Business Law and Ethics EFB337** Game Theory and Applications Year 2 Semester 2 Important Information BSB123 Data Analysis Please: BSB119 and BSB126 are the **BSB119 Global Business** remaining Faculty Core Units to be completed. Please check for unit availability when selecting Choice units. Year 3 Semester 1 MGB207 Human Resource Issues and Strategy **Finance Major** MGB220 **Business Research Methods** Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** MGB200 **Leading Organisations BSB115** Management MGB201 Contemporary Employment Relations Year 1 Semester 2 Year 4 Semester 1 **BSB124** Working in Business MGB331 Learning and Development in Organisations **BSB126** Marketing MGB339 Performance and Reward Year 2 Semester 1 Year 4 Semester 2 **BSB110** Accounting MGB320 Recruitment and Selection **BSB111 Business Law and Ethics** MGB370 Personal and Professional Development Year 2 Semester 2 International Business Major **BSB119 Global Business** BSB123 Data Analysis Year 1 Semester 1 BSB126 Marketing Year 3 Semester 1 **BSB119 Global Business EFB222** Quantitative Methods For Economics and Finance Year 1 Semester 2 **EFB210** Finance 1 **BSB110** Accounting Year 3 Semester 2 **BSB115** Management EFB201 **Financial Markets** Year 2 Semester 1 **EFB307** Finance 2 **BSB124** Working in Business Year 4 Semester 1 BSB123 **Data Analysis EFB223 Economics 2** Year 2 Semester 2 **EFB335** Investments **BSB111 Business Law and Ethics** Year 4 Semester 2 BSB113 **Economics** International Finance EFB312 Year 3 Semester 1 **EFB340 Finance Capstone**

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Human Resources Management Major

Year 1 Semester 1

MGB225

AYB227

Year 3 Semester 2

Skills

International Accounting

Intercultural Communication and Negotiation

FACULTY OF BUSINESS AMB210 Importing and Exporting Year 2 Semester 1 EFB240 Finance for International Business BSB119 **Global Business** Year 4 Semester 1 BSB124 Working in Business AMB303 International Logistics Year 2 Semester 2 **AMB336** International Marketing BSB110 Accounting Year 4 Semester 2 BSB123 Data Analysis MGB340 International Business in the Asia-pacific Year 3 Semester 1 AMB369 International Business Strategy AMB200 Consumer Behaviour **Management Major** AMB201 Marketing and Audience Research Year 1 Semester 1 Year 3 Semester 2 AMB202 BSB113 **Economics Integrated Marketing Communication BSB115** Management AMB240 Marketing Planning and Management Year 1 Semester 2 Year 4 Semester 1 BSB124 AMB335 E-marketing Strategies Working in Business BSB126 AMB340 Marketing Services Marketing Year 2 Semester 1 Year 4 Semester 2 BSB110 AMB336 International Marketing Accounting BSB111 **Business Law and Ethics** AMB359 Strategic Marketing **Public Relations Major** Year 2 Semester 2 BSB119 **Global Business** Year 1 Semester 1 BSB123 Data Analysis BSB119 **Global Business** Year 3 Semester 1 BSB126 Marketing MGB210 Managing Operations Year 1 Semester 2 MGB223 Entrepreneurship and Innovation BSB110 Accounting Year 3 Semester 2 BSB115 Management MGB200 **Leading Organisations** Year 2 Semester 1 MGB225 Intercultural Communication and Negotiation BSB124 Working in Business Skills BSB113 **Economics** Year 4 Semester 1 Year 2 Semester 2 MGB309 Strategic Management AMB263 Introduction To Public Relations MGB324 Managing Business Growth AMB264 Public Relations Techniques Year 4 Semester 2 Year 3 Semester 1 MGB310 Sustainability in A Changing Environment BSB111 **Business Law and Ethics** MGB335 **Project Management** AMB201 Marketing and Audience Research **Marketing Major** Year 3 Semester 2 Year 1 Semester 1

AMB372 **Public Relations Planning** AMB373 Corporate Communication

Year 4 Semester 1

AMB374 Global Public Relations Cases AMB375 **Public Relations Management**

Year 1 Semester 2

Marketing

Economics

Management

Business Law and Ethics

BSB126

BSB113

BSB111

BSB115

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 Practicing 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

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

FACULTY O 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

International Finance

Finance Capstone

Human Resource Management Major

EFB312

EFB340

BUS	INESS
Year 1 Se	mester 1
BSB113	Economics
BSB115	Management
Year 1 Se	
BSB124	Working in Business
BSB126	Marketing
Year 2 Se	mester 1
BSB110	Accounting
BSB111	Business Law and Ethics
Year 2 Se	mester 2
BSB123	Data Analysis
BSB119	Global Business
Year 3 Se	mester 1
MGB207	Human Resource Issues and Strategy
MGB220	Business Research Methods
Year 3 Se	mester 2
MGB200	Leading Organisations
MGB201	Contemporary Employment Relations
Year 4 Se	mester 1
MGB331	Learning and Development in Organisations
MGB339	Performance and Reward
Year 4 Se	mester 2
MGB320	Recruitment and Selection
MGB370	Personal and Professional Development
Internatio	nal Business Major
Year 1 Se	mester 1
BSB126	Marketing
BSB119	Global Business
Year 1 Se	mester 2
BSB110	Accounting
BSB115	Management
Year 2 Se	mester 1
BSB123	Data Analysis
BSB124	Working in Business
Year 2 Se	mester 2

Business Law and Ethics BSB111

BSB113 **Economics**

Year 3 Semester 1

MGB225 Intercultural Communication and Negotiation

Skills

AYB227 International Accounting

FACULTY OF BUSINESS **Business Law and Ethics BSB111** Year 3 Semester 2 **BSB115** Management AMB210 Importing and Exporting **EFB240** Finance for International Business Year 2 Semester 1 BSB119 **Global Business** Year 4 Semester 1 BSB124 Working in Business AMB303 International Logistics **AMB336** International Marketing Year 2 Semester 2 BSB110 Accounting Year 4 Semester 2 BSB123 Data Analysis MGB340 International Business in the Asia-pacific AMB369 International Business Strategy Year 3 Semester 1 AMB200 **Management Major** Consumer Behaviour AMB201 Marketing and Audience Research Year 1 Semester 1 Year 3 Semester 2 BSB113 **Economics** AMB202 Integrated Marketing Communication BSB115 Management AMB240 Marketing Planning and Management Year 1 Semester 2 Year 4 Semester 1 BSB124 Working in Business AMB335 E-marketing Strategies BSB126 Marketing AMB340 Services Marketing Year 2 Semester 1 Year 4 Semester 2 BSB110 Accounting AMB336 International Marketing BSB111 **Business Law and Ethics** AMB359 Strategic Marketing Year 2 Semester 2 **Public Relations Major** BSB119 **Global Business** BSB123 Data Analysis Year 1 Semester 1 **BSB119 Global Business** Year 3 Semester 1 BSB126 MGB210 Marketing Managing Operations MGB223 Entrepreneurship and Innovation Year 1 Semester 2 BSB110 Accounting Year 3 Semester 2 BSB115 Management MGB200 **Leading Organisations** MGB225 Intercultural Communication and Negotiation Year 2 Semester 1 Skills BSB113 **Economics** Year 4 Semester 1 **BSB124** Working in Business Strategic Management MGB309 Year 2 Semester 2 MGB324 Managing Business Growth AMB263 Introduction To Public Relations Year 4 Semester 2 AMB264 **Public Relations Techniques**

MGB310 Sustainability in A Changing Environment

MGB335 **Project Management**

Marketing Major

Year 1 Semester 1

BSB113 **Economics** BSB126 Marketing

Year 1 Semester 2

Year 3 Semester 2

Year 3 Semester 1

AMB201

BSB111

AMB372 **Public Relations Planning** AMB373 Corporate Communication

Marketing and Audience Research

Business Law and Ethics

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 Kavoos 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

Skills

International Accounting

MGB225

AYB227

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 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 Sustainability in A Changing Environment

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

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

BUSINESS FACULTY OF vary depending on the year of commencement now retitled MGB220 Business Research MGB220 and the number of units completed to date. Methods If you have not followed the standard course MGB221 is now MGB339 Performance and Reward structure up to this point in time or are uncertain as to the correct number of electives International Business Core units available please contact the Law School Enquiries on (07)3138 2707 or email: is replaced by EFB240 Finance for **IBB202** law_enquiries@qut.edu.au. International Business IBB208 is no longer offered. Please contact the **IBB208** Course Updates - List of re-coded and replacement School of AMPR regarding a replacement unit. **Business units** (Email: ampradmin@qut.edu.au) is now replaced by AMB210 Importing and **IBB210 Faculty Core units** Exporting is replaced by BSB124 Working in Business **IBB213** is now AMB336 International Marketing now retitled BSB115 Management **IBB217** IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. now retitled BSB119 Global Business (Email: ampradmin@qut.edu.au) is replaced by BSB123 Data Analysis is now AMB369 International Business **IBB300** Strategy Accountancy Core units is replaced by MGB340 International Business **IBB308** is now AYB200 Financial Accounting AYB121 in the Asia-Pacific is now AYB340 Company Accounting AYB220 Management Core units now retitled AYB301 Audit and Assurance MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334 Advertising Core units is now AMB318 Advertising Copywriting Marketing Core units is now AMB319 Media Planning **AMB241** is now AMB335 E-Marketing Strategies is now AMB339 Advertising Campaigns **AMB341** is now AMB359 Strategic Marketing Banking and Finance Core units **Public Relations Core units** is replaced by EFB222 Quantitative Methods **AMB260** is replaced by AMB263 Introduction to Public for Economics and Finance Relations now retitled EFB223 Economics 2 **AMB360** is replaced by AMB373 Corporate Communication **Economics Core units AMB361** is replaced by AMB379 Public Relations is replaced by EFB222 Quantitative Methods Campaigns for Economics and Finance now retitled EFB223 Economics 2 Business Law and Tax Extended Major (BLX) is replaced by EFB330 Intermediate AYB223 replaced by AYB230 Corporations Law Macroeconomics AYB325 is now AYB219 Taxation Law is replaced by EFB331 Intermediate AYB305 is replaced by AYB205 Law of Business Microeconomics Entities is replaced by EFB336 International **AYB312** is now AYB232 Financial Institutions **Economics** is now EFB338 Contemporary Application of Professional Accounting Extended Major (PAX) **Economic** AYB223 is replaced by AYB230 Corporations Law AYB325 is now AYB219 Taxation Law Advertising Extended Major (ADX) now retitled AMB230 Digital Promotions AMB230

BSB114

BSB115

BSB119

BSB122

AYB121

AYB220

AYB301

AMB221

AMB222

AMB321

EFB101

EFB102

EFB101

EFB102

EFB202

EFB211

EFB314

EFB329

Electronic E	electronic Business Core units		
BSB212	is replaced by AYB114 Business Technologies		
BSB213	is replaced by AYB115 Governance Issus 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

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AMB330

AYB312 EFB200

Portfolio

Banking Extended Major (BFX)

Econometrics

now retitled AMB330 Advertising Planning

is now AYB232 Financial Institutions Law

is replaced by EFB333 Introductory

EFB318	is replaced by EFB335 Investments		Management
	Financial Economics Extended Major (FEX) (for Banking &		is replaced by AMB263 Introduction to Public Relations
	ance Students)		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	IBB213	is now AMB336 International Marketing
_,,	Microeconomics	IBB303	is now AMB303 International Logistics
EFB325	is replaced by EFB336 International Economics	Public Rel	ations Extended Major (PRX)
EFB318	is replaced by EFB335 Investments	AMB370	is replaced by AMB374 Global Public Relations
EFB324	isreplaced by EFB337 Game Theory and Applications	AMB371	Cases is replaced by AMB375 Public Relations Management
	Economics Extended Major (FEX) (for Economics	Business I	_aw and Tax Specialisation (BLS)
Students)	a manua and by FFD222 Introductions	AYB223	is replaced by AYB230 Corporations Law
EFB200	s replaced by EFB333 Introductory Econometrics	AYB325	is now AYB219 Taxation Law
EFB324	is replaced by EFB201 Financial Markets	AYB305	is now AYB205 Company Law & Practice
EFB325	is replaced by EFB337 Game Theory and	AYB312	is now AYB232 Financial Institutions Law
	Applications	BSB213	is now AYB115 Governance Issues in E-
Funds Mai	nagement Extended Major (FDX)		Business
EFB318	is replaced by EFB335 Investments	Electronic	Business Specialisation (EUS)
AYB312	is now AYB232 Financial Institutions Law	BSB212	is replaced by AYB114 Business Technologies
EFB200	is eplaced by EFB333 Introductory Econometrics	BSB213	is replaced by AYB115 Governance Issues and Fraud
Human Re	esource Management Extended Major (HRX)	BSB314	is replaced by AYB341 Forensic and Business Intelligence
MGB315	is now MGB370 Peronsal and Professional Development	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
MGB310	Sustainability in a Changing Environment was formerly known as MGB212 and MGB334	ITB239	is now INB342 Enterprise Data Mining
	IOITHERLY KILOWIT AS MIGBZ 12 AND MIGBS 34		Economics Specialisation (FES)
Internation	nal Business Extended Major (IBX)	EFB102	is replaced by EFB223 Economics 2
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB202	is replaced by EFB330 Intermediate Macroeconomics
IBB303	is now AMB303 International Logistics	EFB211	is replaced by EFB331 Intermediate Microeconomics
AMB230	now retitled AMB230 Digital Promotions	EFB329	is now 338 Contemporary Applications of
IBB312	is replaced by AMb300 Independent Project 1		Economics
Manageme	ent Extended Major (MNX)	EFB314	is replaced by EB336 International Economics
IBB205	is now MGB225 Intercultural Communication and Negotiation Skills	EFB324 EFB325	is replaced by EFB201 Financial Markets is replaced by EFB337 Game Theory and
MGB218	is now MGB324 Managing Business Growth		Applications
MGB315	is now MGB370 Personal & Professional Development	Integrated	Marketing Communication Specialisation (IMS)
IBB210	is replaced by AMB210 Importand and Exporting	AMB260	is replaced by AMB263 Introduction to Public Relations
IBB303	is now AMB303 International Logistics	AMB230	now retitled AMB230 Digital Promotions
		AMB354	is now AMB208 Events Marketing
	Extended Major (MKX)	Internation	nal Logistics Specialisation (ILG)
AMB251 now retitled AMB251 Innovation and Brand			

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 Specilisation (IEX)

IBB205 is now MGB225 Intercultural Communication

and Negotiation Skills

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

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Semester 2

AIVIN421	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

KKP403

	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

List B - Creative Industries Unit Options

Unit Ontions		
Unit Options AMN400 Consumer Behaviour		
AMN420	Advertising Management	
KCB103		
	Strategic Speech Communication	
KCB302	Political Communication	
KCB304	Managing Communication Resources	
KCP402	New Media Studies	
KCP407	Applied Professional Communication	
KFB106	Unspeakable Beauty: A History of Fashion and Style	
KFB205	Fashion and Style Journalism	
KFB207	Contemporary Fashion	
KFB208	Fashion Portfolio	
KIB108	Animation History and Practices	
KIB203	Introduction to 3D Computer Graphics	
KIB205	Programming for Visual Designers and Artists	
KIB214	Design for Interactive Media	
KIB225	Character Development, Conceptual Design and Animation Layout	
KIP401	Visual Communication	
KIP402	Visual Interactions	
KIP403	Introduction to Web Design and Development	
KIP404	Digital Media	
KIP405	Animation and Motion Graphics	
KIP424	Advertising Creative: Introduction	
KIP426	Advertising Creative: Copywriting and Art Direction	
KJB211	Layout and Design	
KJB222	Online Journalism 1	
KJB239	Journalism Ethics and Issues	
KJB280	International Journalism	
KJB304	Sub-Editing	
KJP401	Newswriting	
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	

KKP404	Policy Development in Creative and Cultural Industries
KKP405	Co-Creative Media: Digital Storytelling
KKP406	Global Media and Communication
KKP407	Creative Industries in Asia
KKP408	Marketing Arts and Culture
KMB003	Sex Drugs Rock 'n' roll
KMB107	Sound, Image, Text
KMB205	Sound Media Musicianship
KMB301	The Music Industry
KMB004	World Music
KMB119	Music and Sound Production 1
KMB129	Music and Sound Production 2
KPB207	Film and Television Scriptwriting
KTB207	Staging Australia
KTB210	Creative Industries Management
KTB211	Creative Industries Events and Festivals
KTP401	Contemporary Performance
KVB105	Drawing for Design
KVB106	Drawing for Animation
KVB204	Graphic Design
KVP402	Photomedia and Creative Practice
KWB101	Introduction to Creative Writing
KWB102	Media Writing
KWB104	Creative Writing: The Short Story
KWB107	Creative Non-Fiction
KWB206	Youth and Children's Writing
KWB207	Great Books: Creative Writing Classics
KWB211	Stylistics and Poetics
KWB302	Novel and Genre
KWB304	Editing and Developing the Manuscript
KWB313	Novel and Memoir
KWP402	Persuasive Writing
KWP405	Corporate Writing and Editing
NOTE:	KKB345, KJP404, KMB105, KMB108 and KVB104 may count as List B Unit Options if they were completed in 2009 or prior.
Potential C	areers:

Special Topic in the Creative Industries

Potential Careers:

Advertising Professional, Art Project Manager, Media Industry Specialist.

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

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.