

2009 Course Summary Sheet

■ Graduate Certificate in Business (BS39)

In the fields of, Accounting, Applied Finance, Events Marketing and Management*, Human Resource Development*, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Philanthropy & Nonprofit Studies, Public Management*, Public Relations and Research Studies.

*Only available to continuing students

This document will assist you with the selection of your study program and completion of your enrolment. Other useful information can be found on the Student Services website studentservices.qut.com, which can also be accessed via the Online Enrolment portlet.

Commencing Students, while it is recommended that you print-off the relevant pages of this document for your records, before the next cycle of enrolment you **MUST** also look at future Course Summary sheets in case there are any changes to your course, major and/or units that you need to be aware of.

Location: Gardens Point (GP) campus

Course Duration: Normally 1 semester full-time or 2 semesters part-time, depending on the availability of units. Students may take up to 4 semesters to complete the course.

Total Credit Points: 48

Course Coordinator: Dr Amanda Gudmundsson, Acting Director of Graduate Studies

Subject Area Coordinators: refer to each course major entry below

IMPORTANT COURSE SPECIFIC ENROLMENT ADVICE

Students are expected to enrol as per the standard structure outlined on this Course Summary Sheet, and are responsible for ensuring their unit selection is correct. Failure to do so may result in financial and academic penalties.

Underloads – Students must be aware that choosing to underload (ie, to enrol in less than the standard credit point load for their approved attendance mode) may put them ‘out of step’ with their program of study and there is no guarantee that units will be available when required for progression or that they will have the prerequisites for progression. Students choosing to underload must be aware of the maximum time limit for completion of their course (2 years for BS39). International students must maintain a full-time study load to meet student visa requirements.

Course Progression – Students should attempt to follow the standard course progression as outlined on the Course Summary Sheet. Failure to do so could result in difficulties in unit selection. It is a student’s responsibility to ensure they have met prerequisite and co-requisite requirements when they select their enrolment program.

Commencing Students – Commencing students are required to enrol as specified in the University’s letter of offer in regards to their course and major. Commencing students are not permitted to overload in their first semester of study.

Continuing Students – All continuing students must refer to the ‘[Course Updates](#)’ on page 9 to ensure that course requirements are met. Students who cannot determine an enrolment program should contact the relevant school.

Contact Details

For any enquiries regarding this course contact the Faculty of Business Student Enquiries Centre on Level 1, B Block, telephone: 07 3138 2050, fax 07 3138 1537 or email: bus@qut.com.

Course Design

Graduate Certificates consist of 48 credit points of units. Students must complete one major consisting of four units.

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.

Prerequisites

Prerequisite requirements for the following units are deemed to have been satisfied upon admission to this course, except for those specifically identified in brackets and italics. 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.

Articulation

With approval of the relevant Subject Area Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to one of the following courses, depending on the major undertaken. Students will have to meet the entry requirements and/or the prerequisites for further study.

Limits on grades of 3

A new policy concerning grades of 3 comes into effect from 1 January 2009 (QUT MOPP C/9.2). With effect from this date grades of 3 will no longer be considered a conceded or low pass but will be classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 will 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. The maximum number of pre-2009 grades of 3 permitted for this course can be found [here](#).

Completion of the Graduate Certificate in:	Allows articulation into:
Accounting	BS16 Master of Business (Accounting)
Accounting	BS16 Master of Business (Professional Accounting)
Applied Finance	BS16 Master of Business (Applied Finance)
Events Marketing and Management	An approved Master of Business program
Human Resource Development	BS16 Master of Business (Human Resource Management)
Human Resource Management	BS16 Master of Business (Human Resource Management)
Integrated Marketing Communication	BS16 Master of Business (Integrated Marketing Communication); or BS16 Master of Business (Marketing); or BS16 Master of Business (Public Relations)
International Business	BS16 Master of Business (International Business)
Marketing	BS16 Master of Business (Marketing); or BS16 Master of Business (Integrated Marketing Communication); or BS16 Master of Business (Public Relations)
Philanthropy & Nonprofit Studies	BS16 Master of Business (Philanthropy & Nonprofit Studies)
Public Relations	BS16 Master of Business (Public Relations); or BS16 Master of Business (Integrated Marketing Communication)

Important Note: Please ensure you select the correct teaching period, class and location code for all units you are enrolled in. All units in this course have a location of Gardens Point and a class of Internal - unless otherwise specified.

□ ACCOUNTING (AOG)

Subject Area Coordinator: Assoc. Prof. Stuart Tooley; Room B318, GP; Phone: 3138 6845; Email: stuart.tooley@qut.edu.au

Students are required to complete 4 units (48 credit points) from the following:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
Students are required to complete 4 units (48 credit points) from the following:			
AYN410 Business Law and Ethics	1 & 2	12	3
AYN411 Company Auditing (AYN417 and AYN443)	1 & 2	12	3
AYN412 Company Law (AYN410)	1 & 2	12	3
AYN414 Cost and Management Accounting (AYN416)	1 & 2	12	3
AYN416 Financial Accounting 1	1 & 2	12	3
AYN417 Financial Accounting 2 (AYN416)	1 & 2	12	3
AYN418 Financial Accounting 3 (AYN417)	1 & 2	12	3
AYN424 International Accounting (Postgraduate Enrolment)	2	12	3
AYN438 Taxation Law and Practice (AYN410)	1 & 2	12	3
AYN443 Electronic Commerce Cycles (AYN416)	1 & 2	12	3
AYN454 Forensic Accounting and Investigation (U/G degree in Accounting)			
AYN505 Financial Analysis and Business Valuation (U/G degree in Accounting)		1	12
AYN507 Governance Issues in Accounting (U/G degree in Accounting)			3

Students must seek approval from the Subject Area Coordinator before enrolling in any units.

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

□ APPLIED FINANCE (ALF)

Subject Area Coordinator: Mr Peter Whelan, Room: Z833B, GP, Phone: 3138 2662; Email: p.whelan@qut.edu.au

Professional 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:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
EFN406 Managerial Finance	1 & 2	12	3
Plus three units from:			
EFN405 Managerial Economics	1 & 2	12	3
EFN412 Advanced Managerial Finance (EFN406)	1 & 2	12	3
EFN414 International Finance (EFN406)	2	12	3
EFN415 Security Analysis (EFN406)	1 & 2	12	3
EFN416 Treasury & Portfolio Management (EFN406)	1	12	3
EFN420 Introduction to Financial Management	1 & 2	12	3
EFN421 Financial Planning and Strategies	2	12	3
EFN505 Financial Risk Management (EFN415 or equivalent)	1	12	3
EFN507 Advanced Capital Budgeting (EFN406 & EFN412)	2	12	3
AYN410 Business Law & Ethics	1 & 2	12	3

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

□ EVENTS MARKETING AND MANAGEMENT (ETM) (for continuing students only)

Subject Area Coordinator: Mr Bill Proud; Room Z1048, GP; Phone: 3138 2646; Email: w.proud@qut.edu.au

Students are required to complete the following 4 units (48 credit points):

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
AMN400 Consumer Behaviour	1 & 2	12	3
AMN403 Marketing and Survey Research	1 & 2	12	3
AMN488 Events Marketing			No longer offered
AMN489 Events Management			No longer offered

Students who have not completed AMN488 and/or AMN489 refer to Course Notes

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

□ HUMAN RESOURCE MANAGEMENT (HRM)

Subject Area Coordinator: Mr Greg Southey, Room: Z927, GP; Phone: 3138 2647; Email: g.southey@qut.edu.au

Students with an undergraduate HRM major are required to complete 4 units (48 credit points) from the following:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
MGN433 Managing High-Performance Organisations	1&2	12	3
MGN506 Contemporary Issues in HRM (Recommended)	1	12	flexible mode
MGN505 Consulting & Change Management	1	12	3
MGN528 Special Topic HRM 1	1	12	No longer offered
MGN423 Contemporary Strategic Analysis	1&2	12	3
Or Other units approved by the Subject Area Coordinator			

Students without prior study in HRM are required to complete 4 units (48 credit points) from the following:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
MGN409 Introduction to Management	1&2	12	3
MGN410 Labour-Management Relations	2	12	3
MGN412 People in Organisations	1	12	3
MGN427 Human Resource Management	1&2	12	3

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

INTEGRATED MARKETING COMMUNICATION (IMM)

Subject Area Coordinator: Mr Bill Proud; Room Z1048, GP; Phone: 3138 2646; Email: w.proud@qut.edu.au

Students are required to complete 4 units (48 credit points) from the following:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
AMN400 Consumer Behaviour	1 & 2	12	3
AMN401 Integrated Marketing Communication	1 & 2	12	3
Plus any two of the following:			
AMN420 Advertising Management	1 & 2	12	3
AMN442 Marketing Management	1 & 2	12	3
AMN465 Public Relations Management	1 & 2	12	3

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

□ INTERDISCIPLINARY (IN Y)

Subject Area Coordinator: Dr Amanda Gudmundsson Room Z926, GP; Phone: 3138 5095; Email: a.gudmundsson@qut.edu.au

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 pre-requisite requirements for their chosen units.

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

□ INTERNATIONAL BUSINESS (INB)

Subject Area Coordinator: Mr Michael Cox; Room: Z1043, GP; Phone: 3138 4242; Email : ma.cox@qut.edu.au

Students are required to complete 4 units (48 credit points) from the following:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
IBN408 Global Business Operations	1 & 2	12	3

Plus one unit from:			
IBN403 Business in Asia	1 & 2	12	3
IBN404 Business in Europe	1	12	3
IBN435 Business in Australia (<i>Postgraduate students new to Australia</i>)	1, 2 & 3	12	3
Plus two units from:			
IBN409 Negotiating Across Borders	1 & 2	12	3
IBN410 International Logistics Management	1 & 2	12	3
IBN421 Marketing Internationally	1 & 2	12	3

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

□ **MARKETING (MKG)**

Subject Area Coordinator: Mr Bill Proud; Room Z1048, GP; Phone: 3138 2646; Email: w.proud@qut.edu.au

Students are required to complete the following 4 units (48 credit points):

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
AMN400 Consumer Behaviour	1 & 2	12	3
AMN403 Marketing & Survey Research	1 & 2	12	3
AMN442 Marketing Management	1 & 2	12	3
Elective unit*		12	

*Elective unit must be selected from postgraduate units offered by the School of Advertising, Marketing & Public Relations.

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

PHILANTHROPY & NONPROFIT STUDIES (PNS)

Subject Area Coordinator: Dr Cameron Newton; Room: B216, GP; Phone: 3138 4043; Email: cj.newton@qut.edu.au

Due to unit availability, this major is only available in part-time mode. Therefore, it is not available to international students who must maintain a full-time study load.

Students are required to complete 8 units (48 credit points) from the following:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
GSN481 Philanthropic & Nonprofit Frameworks of Governance	6TP2	6	3
GSN483 Ethics for Philanthropic & Nonprofit Organisations	6TP3	6	3
GSN484 Management for Philanthropic & Nonprofit Organisations	6TP2	6	3
GSN485 Legal Issues for Philanthropic & Nonprofit Organisations	6TP4	6	3
GSN486 Accounting Issues for Philanthropic & Nonprofit Organisations	6TP5	6	3
GSN487 Marketing for the Nonprofit Sector (<i>GSN408</i>)	6TP5	6	3
GSN488 Fundraising Development Principles AND	6TP4	6	3
GSN489 Fundraising Development Techniques (<i>GSN488</i>)	6TP5	6	3

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

□ **PUBLIC MANAGEMENT (PUM) (for continuing students only)**

Subject Area Coordinator: Ms Denise Conroy, Room: Z930, GP; Phone: 3138 2746; Email: d.conroy@qut.edu.au

Continuing students in the Public Management major must contact the Subject Area Coordinator for enrolment advice.

□ **PUBLIC RELATIONS (PUR)**

Subject Area Coordinator: Mr Bill Proud; Room Z1048, GP; Phone: 3138 2646; Email: w.proud@qut.edu.au

Students are required to complete the following 4 units (48 credit points):

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
AMN461 Corporate Media Strategy & Tactics	1 & 2	12	3
AMN465 Public Relations Management	1 & 2	12	3
AMN46x Public Relations Elective unit		12	3

*Elective unit must be selected from postgraduate units offered by the School of Advertising, Marketing & Public Relations

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

□ RESEARCH STUDIES (RSH)

Subject Area Coordinator: Dr Amanda Gudmundsson

Research Support Office: Phone: 3138 1126 or email: bus.research@qut.edu.au

Students are required to complete 4 units (48 credit points) according to their research study area.

ACCOUNTANCY

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
AYN433 Research Topics in Accounting	1	12	3
BSN507 Research Methods	1	12	3
BSN412 Qualitative Research and Analytical Techniques	1 & 2	12	3
Elective unit			

Elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator

ADVERTISING, MARKETING, INTERNATIONAL BUSINESS AND PUBLIC RELATIONS

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
BSN502 Research Methodology OR	1	12	3
AMN403 Marketing & Survey Research	1 & 2	12	3
Plus			
BSN503 Research Seminars	1 & 2	12	3
BSN412 Qualitative Research and Analytical Techniques	1 & 2	12	3
Elective unit			

Elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator

BANKING AND FINANCE (for students with an undergraduate degree in Economics or Finance)

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
BSN506 Econometric Methods	1	12	3
EFN504 Finance Honours	1	12	3
EFN505 Financial Risk Management (<i>EFN415 or equivalent e.g. UG degree in Economics or Finance</i>)	1	12	3
Elective unit			

Elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator

ECONOMICS (for students with an undergraduate degree in Economics or Banking & Finance)

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
BSN506 Econometric Methods	1	12	3
EFN500 Contemporary Macroeconomic Theory	1	12	3
EFN502 Developments in Microeconomic Theories	1	12	3
Elective unit			

Elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator

HUMAN RESOURCE MANAGEMENT

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
BSN502 Research Methodology	1	12	3
BSN503 Research Seminars	1 & 2	12	3
MGN506 Contemporary Issues in HRM	1 & 2	12	Flexible mode
Elective unit			

Elective unit must be selected from postgraduate units offered by the Faculty of Business, subject to the approval of the School Research Coordinator

MANAGEMENT

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
BSN502 Research Methodology	1	12	3
BSN503 Research Seminars	1 & 2	12	3
Elective units			

2 elective units (24 credit points) may be undertaken from any 12 credit point postgraduate unit offerings in the School of Management, or other postgraduate units, with the approval of the School Research Coordinator.

ATTENTION CONTINUING STUDENTS: you must refer to the '[Course Updates](#)' page regarding changes.

COURSE UPDATES

IMPORTANT ENROLMENT INFORMATION FOR CONTINUING STUDENTS

The information below is to inform students of changes to course information. Students should read the course requirements information that applies to all continuing students and any other information below that pertains to their program of study. Students who require further advice should consult the relevant school to ensure that course requirements are met.

COURSE REQUIREMENTS

No updates have been made to the requirements of this course.

MAJORS

Accounting

In 2008, the School of Accountancy expanded the units to include different areas of Accounting. Students must seek approval from the Subject Area Coordinator before enrolling in any units.

The pre-2008 structure was:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
AYN412 Company Law	1 & 2	12	3
AYN418 Financial Accounting 3	1 & 2	12	3
AYN438 Taxation Law & Practice (<i>AYN412</i>)	1 & 2	12	3
Plus one of the following units:			
AYN443 Electronic Commerce Cycles	1 & 2	12	3
Unit approved by Subject Area Coordinator		12	

Events Marketing & Management

This major was discontinued from 2007. AMN488 Events Marketing and AMN489 Events Management will be offered Semester 1, 2008 for the last time. Students who have not completed these units should seek advice.

Finance

From Semester 1, 2005, the Finance major of this course has been renamed Applied Finance

From Semester 1, 2004 the unit EFN507 Advanced Capital Budgeting has an additional prerequisite requirement of EFN406 Managerial Finance.

From Semester 1, 2007 EFN413 Securities Law is no longer offered.

Philanthropy & Nonprofit Studies

GSN482 Philanthropic & Nonprofit Economics and GSN408 Fundamentals of Marketing Management have been removed from this major. Students who have already completed these units may count them towards their final credit points.

Commencing Semester 2, 2005 the unit GSN232 Fundraising Principles (12cp) has been replaced with two 6cp units, GSN488 Fundraising Development Principles and GSN489 Fundraising Development Techniques.

Commencing Semester 2, 2005 the unit AMN482 Marketing for the Nonprofit Sector (12cp) has been replaced with two 6cp units, GSN408 Fundamentals of Marketing Management and GSN487 Marketing for the Nonprofit Sector.

Commencing Semester 1, 2004 the units GSN229, GSN230 and GSN231 (12 cp) are replaced by two 6cp units respectively. Students who have completed GSN229 should not take GSN481 or GSN482; GSN230 is incompatible with GSN483 and GSN484; and GSN231 is incompatible with GSN485 and GSN486.

Professional Accounting

From Semester 1, 2005, the Professional Accounting major of this course has been renamed Accounting

Public Management

From Semester 1, 2007, Public Management was reviewed and units were changed. If you have completed some of the units and need assistance with course progression, please see the School of Management for advice.

From Semester 1, 2008, this major was discontinued and is only available for continuing students to complete their course of study.

Students are required to complete 4 units (48 credit points) from the following:

Unit Details	Semester of Offer	Credit Points	Contact Hrs/Wk
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MGN426 International Trends in Public Management	2	12	flexible mode
MGN402 Government-Business Relations	1	12	flexible mode
MGN516 Policy Analysis	2	12	3
MGN517 Program Management and Evaluation	1	12	3