

# 2009 Course Summary Sheet

## ■ Bachelor of Business (BS58)

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/](http://studentservices.qut.com/), which can also be accessed via the Online Enrolment portlet.

Students should note that from Semester 2, 2007 this course has been recoded to BS56 Bachelor of Business. Therefore, there will be no further intake into this course. However, students who are currently enrolled are able to remain enrolled until the completion of their degree. All CTB coded units will be gradually discontinued and students will undertake the BSB, AYB, AMB, EFB and MGB equivalent codes. Students currently enrolled in this course may elect to transfer to the BS56 Bachelor of Business to complete their course. Students who elect to transfer to the new course will be required to undertake a double major and complete a maximum of 4 elective units. From Semester 1, 2012, all students will be enrolled in the new program.

**\*\*Changes have been made to the units on offer for Management and Marketing. ALL students should seek advice before enrolling.\*\***

**Location:** Caboolture

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

**Total Credit Points:** 288

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

**Course Coordinator:** Mr Andrew Paltridge, Director of Studies

**Caboolture Business Coordinator:** Mr Luca Casali, email: [luca.casali@qut.edu.au](mailto:luca.casali@qut.edu.au)

**Major Coordinators:**

		<b>Phone No.</b>	<b>Room</b>	<b>Email</b>
<b>Management:</b>	Dr Kavoo Mohannak	3138 2508	Z923	<a href="mailto:k.mohannak@qut.edu.au">k.mohannak@qut.edu.au</a>
<b>Marketing:</b>	Mr Bill Proud	3138 2646	Z1048	<a href="mailto:w.proud@qut.edu.au">w.proud@qut.edu.au</a>

**Special Requirements for the Bachelor of Business Degree in the Faculty of Business**

- A full-time student may only enrol in units selected from those contained in the normal course program for semesters 1 and 2 unless in exceptional circumstances and with the approval of the Course Coordinator.
- Students must take Faculty Core units at first attempt, in the semester outlined in the structure.
- A student must enrol in more than one unit in any semester, unless they have the approval of the Course Coordinator.

**Contact Details:**

Caboolture: Room J103 or 5316 7401 or [o.perkovic@qut.edu.au](mailto:o.perkovic@qut.edu.au)

Gardens Point: Room B110 or 3138 2050 or [bus@qut.edu.au](mailto:bus@qut.edu.au)

Faculty rules and procedures are outlined in the *Undergraduate Guidelines* available from the Student Service Centre at Caboolture or the Student Enquiries Centre at Gardens Point.

**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](#).

## **IMPORTANT ENROLMENT INFORMATION FOR STUDENTS**

### **Course Design:**

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

- (a) eight **Faculty Core** units (refer to List A)
- (b) one block of six **Major Core** units (refer to List B)
- (c) one block of four **Minor** units (refer to List C)
- (d) six **Elective** units

*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 class of Internal. Units undertaken at Caboolture have a location of Caboolture (CB). Please ensure you select the correct unit offering for the units you are undertaking.*

### **LECTURE AND TUTORIAL TIMES**

The times you have been allocated for all lectures and tutorials in the Faculty of Business are available through the internet on QUT Virtual. Please refer to the *Student Computing Guide 2009* for information on how to access QUT Virtual. For further assistance please contact the Student Services Centre on (07) 5316 7400.

### **CONTINUING STUDENTS**

All continuing students must refer to the '[Course Updates](#)' at the end of this document to ensure that course requirements are met. Students who cannot determine an enrolment program should Caboolture Campus Administration on phone: 5316 7401) or email: [o.perkovic@qut.edu.au](mailto:o.perkovic@qut.edu.au).

## Bachelor of Business Units Available at Caboolture:

### Faculty Core Units – List A

BS58 Code	Equivalent BS56/BS05 Code	Credit Points	Contact Hours	Semester of Offer
CTB110 Accounting	BSB110 Accounting	12	3	1 (every year)
CTB111 Business Law and Ethics	BSB111 Business Law & Ethics	12	3	2 (every year)
CTB113 Economics	BSB113 Economics	12	3	2 (every year)
CTB114 Government Business and Society	BSB114 Government, Business & Society (Replaced by BSB124 Working in Business)	12	3	1 (every year)
CTB115 Management People and Organisations	BSB115 Management, People and Organisations (Retitled: Management)	12	3	2 (every year)
CTB119 International and Electronic Business	BSB119 International and Electronic Business (Retitled: Global Business)	12	3	1 (every year)
CTB122 Quantitative Analysis and Finance	BSB122 Quantitative Analysis & Finance (Replaced by BSB123 Data Analysis)	12	3	1 (every year)
CTB126 Marketing	BSB126 Marketing	12	4	2 (every year)

### BACHELOR OF BUSINESS CHANGES

The Faculty of Business reviewed the BS56 Bachelor of Business in 2008 with changes implemented in 2009. Students enrolled in BS58 may choose to transfer to BS56. A number of the existing units have been changed. Some codes, titles and semesters of offers have changed. Any students who cannot determine an enrolment plan due to the changes should contact the Faculty of Business Student Enquiries Centre on 3138 2050 or email: [bus@qut.edu.au](mailto:bus@qut.edu.au). All students will be contacted regarding transition advice.

The following units will be available at the Caboolture in 2009:

Management	Credit Points	Contact Hrs/Wk	Semester Offered (GP)	Semester Offered (CB)
MGB200 Leading Organisations ( <i>BSB115 or CTB115</i> )	12	3	1, 2 & 3	1 (every year)
MGB210 Managing Operations ( <i>BSB115 or CTB115</i> ) <b>(Retitled to Operations Management)</b>	12	3	1 & 2	2 (even years)
MGB310 ( <b>formerly MGB212</b> ) Sustainability in a Changing Environment ( <i>BSB115 or CTB115</i> )	12	3	2	2 (odd years)
MGB223 Entrepreneurship and Innovation ( <i>BSB115 or CTB115</i> )	12	3	1 & 2	1 (every year)
MGB309 Strategic Management ( <i>MGB211 or CTB211 or MGB222 or CTB232 or MGB200</i> )	12	3	1	2 (even years)
MGB335 Project Management ( <i>MGB211 or CTB211 or MGB222 or CTB232 or MGB200</i> )	12	3	1 & 2	2 (odd years)

Marketing	Credit Points	Contact Hrs/Wk	Semester Offered (GP)	Semester Offered (CB)
AMB200 Consumer Behaviour ( <i>BSB126 or BSB116 or BSB117 or CTB126</i> )	12	3	1, 2 & 3 <sup>Error!</sup> Bookmark not defined.	2 (even years)
AMB201 Marketing & Audience Research ( <i>BSB126 or BSB116 or BSB117 or CTB126; incompatible with MGB220</i> ) <sup>Error! Bookmark not defined.</sup>	12	3	1, 2 & 3 <sup>Error!</sup> Bookmark not defined.	1 (even years)
AMB240 Marketing Planning & Management ( <i>BSB126 or CTB126</i> )	12	3	1 & 2	1 (every year)
AMB335 ( <b>formerly AMB241</b> ) E-Marketing Strategies ( <i>BSB116 or BSB126 or CTB126; &amp; AMB240 or CTB240</i> )	12	3	1 & 2	2 (odd years)
AMB340 Services Marketing ( <i>AMB240 or CTB240 or MIB217</i> )	12	3	1 & 2	2 (even years)
AMB359 ( <b>formerly AMB341</b> ) Strategic Marketing ( <i>AMB240 or CTB240 or MIB217</i> )	12	3	1 & 2	2 (odd years)

**Elective Units:** An elective unit may be any 12 credit point unit chosen from any degree course at QUT including approved degree level study tours. Elective units may also be taken at other recognised universities if the student obtains written approval from the Course Coordinator.

### PROFESSIONAL RECOGNITION

With a major in management, you will meet the requirements for membership of the Australian Institute of Management (AIM). Successful completion of the marketing major may meet the requirements for membership of the Australian Marketing Institute (AMI), the Market Research Society of Australia (MRSA), the Australian Institute of Management (AIM), the American Marketing Association (AMA), and the Australian Institute of Export (AIE).

### HONOURS YEAR (OPTIONAL)

Refer to the course outline of BS63 for details.

### TRANSITION

As part of the transition to the BS56 Bachelor of Business program, the CTB codes will be gradually phased out and replaced with the below equivalent codes. Students should check that a Caboolture location is attached to any unit they wish to enrol in during the phasing out period.

BS58 Code	Equivalent BS56 Code	Unit Title
CTB101	EFB101	Data Analysis for Business
CTB110	BSB110	Accounting
CTB111	BSB111	Business Law and Ethics
CTB112	BSB112	Introduction to Electronic Commerce
CTB113	BSB113	Economics
CTB114	BSB114	Government, Business and Society
CTB115	BSB115	Management, People & Organisation
CTB119	BSB119	International and Electronic Business
CTB122	BSB122	Quantitative Analysis and Finance
CTB126	BSB126	Marketing
CTB200	AMB200	Consumer Behaviour
CTB201	AMB201	Marketing and Audience Research
CTB207	MGB207	Human Resource Issues and Strategy
CTB211	MGB211	Organisational Behaviour
CTB212	BSB212	Electronic Business Applications
CTB221	AYB221	Computerised Accounting Systems
CTB223	MGB223	Creating New Enterprises (new title: Entrepreneurship and Innovation)
CTB232	MGB222	Managing Organisations
CTB234	MGB210	Production and Service Management (new title: Managing Operations)
CTB240	AMB240	Marketing Planning and Management
CTB253	IBB213	International Marketing From Semester 2, 2007 this unit was replaced by AMB241 E-Marketing Strategies
CTB290	EFB210	Finance 1
CTB309	MGB309	Strategic Management
CTB334	MGB334	Managing in a Changing Environment
CTB335	MGB335	Project Management
CTB340	AMB340	Services Marketing
CTB341	AMB341	Strategic Marketing

## **COURSE UPDATES FOR BACHELOR OF BUSINESS (BS58)**

### **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 (listed by faculty core, major core or minor where applicable). Students who require further advice should consult the School of their major to ensure that course requirements are met.

#### **COURSE CHANGES:**

##### **All Majors**

The Faculty of Business reviewed the Bachelor of Business in 2008 with changes implemented in 2009. Some changes have occurred with unit codes, unit titles and availability of units. The Faculty of Business has prescribed substitute units and will be assisting students with their individual enrolment programs. Students should contact the Faculty of Business Student Enquiries Centre on 3138 2050 or email: [bus@qut.edu.au](mailto:bus@qut.edu.au) for advice.

#### **PRESCRIBED UNIT:**

From Semester 1, 2006, HHB116 Applied Skills and Scholarship is no longer required. Students who commenced in 2005 and have not completed this unit may complete either HHB116 or CTB111 Business Law and Ethics instead. Students who are planning to undertake the Accountancy Major at Gardens Point will need to complete CTB111 for prerequisite requirements for that major.

#### **FACULTY CORE UNITS:**

From Semester 1, 2006, CTB111 Business Law and Ethics has been added to this course. Students who commenced in 2005 are not required to complete this unit however you may undertake the unit as an elective. Students commencing in Semester 1, 2006 must complete this unit as part of the Faculty Core unit requirements of the Course Design.

Please note that from 2006, CTB114 Government Business and Society will be offered in Semester 1 and CTB126 Marketing will be offered in Semester 2.

#### **MAJOR CORE:**

##### **Marketing (ZMKG)**

From Semester 2, 2007, CTB253 International Marketing has been replaced by AMB241 E-Marketing Strategies. Students who have already completed this unit under its equivalent code IBB213 International Marketing are not required to complete AMB241 E-Marketing Strategies in order to complete the major.

#### **MINORS:**

##### **Marketing**

From Semester 2, 2007, CTB253 International Marketing has been replaced by AMB241 E-Marketing Strategies. Students who have already completed this unit under its equivalent code IBB213 International Marketing are not required to complete AMB241 E-Marketing Strategies in order to complete the minor.