

# 2009 Course Summary Sheet

## ■ Master of Business Administration (GS75) (GS85) (GS20) (GS30) (GS40)

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.

**Location:** Gardens Point campus

**Course Duration:** 3 semesters (full-time) or 6 semesters (part-time). (Two six-week teaching periods equate to one university semester for MBA courses.) The course must be completed within a maximum time period of five years.

**Total Credit Points:** 144

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

**Course Coordinator:** Dr Amanda Gudmundsson, Graduate Studies Director; Email: [bgsbenq@qut.edu.au](mailto:bgsbenq@qut.edu.au)

### 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.**

**There are a number of units listed in this document that have important “footnote” information attached to them. Students must ensure they refer to the final page of this document, to be aware of this information relating to specific units.**

Commencing Students – Commencing students are required to enrol as specified in the University’s letter of offer with regard to their course and major (and specialisation where applicable). 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 6 to ensure that course requirements are met. Students who cannot determine an enrolment program should contact Faculty of Business Student Enquiries (Level 1, B Block, telephone: (07) 3138 2050, fax (07) 3138 1055 or E-mail: [bgsbenq@qut.edu.au](mailto:bgsbenq@qut.edu.au)).

**Course Design:** Students must complete 14 core units and 2 integrative core units of 6 credit points (cp) each and a further 48cp of electives, which may be either 6cp or 12cp units.

### Course Structure and Unit Selection

Students should look at concentrations/minors they have an interest in and refer to the Schedule of Unit Offerings to carefully plan which elective units they wish to undertake. Core units should be planned around the availability of elective units. Students requiring assistance with their course planning may contact the Brisbane Graduate School of Business on (07) 3138 2050.

### Electives

The Schedule of Unit Offerings is available online at <http://www.bgsb.qut.edu.au/study/current/timetables/mbatimetables.jsp>. Students may undertake other postgraduate Business elective units, subject to the approval of the Graduate Studies Director.

### Teaching Period (6TP1, 6TP2, 6TP3, 6TP4, 6TP5, 6TP6)

MBA units are offered in 6-week teaching periods. The terminology for these is 6TP1 through 6TP6. Please refer to the BGSB Academic Calendar for the start dates of each teaching period: [www.bgsb.qut.edu.au/study/current/timetables/mbatimetables.jsp](http://www.bgsb.qut.edu.au/study/current/timetables/mbatimetables.jsp).

### 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 Unit Coordinator prior to enrolment.

### Unit Offerings

Students are advised to consult the timetable prior to the start of each teaching period and refer to the Schedule of Unit Offerings. The BGSB timetables and Schedule of Unit Offerings are available online: [www.bgsb.qut.edu.au/study/current/timetables/mbatimetables.jsp](http://www.bgsb.qut.edu.au/study/current/timetables/mbatimetables.jsp)

**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 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 (ie. GP Internal).**

## COURSE STRUCTURE

The following fourteen (14) core units must be completed:

Core Units	Credit Points	Contact Hrs/Wk	Teaching Period
GSN401 Managing in the Global Business Environment	6	3	6TP1:2:3:4:5:6
GSN403 Understanding Data	6	3	6TP1:3:5
GSN404 Financial Statements Analysis	6	3	6TP2:4:6
GSN405 Strategic Management	6	3	6TP1:3:5
GSN406 Human Resource Management Issues	6	3	6TP2:4:6
GSN407 Business Communication	6	3	6TP2:4:6
GSN408 Fundamentals of Marketing Management	6	3	6TP1:3:5
GSN409 Organisational Behaviour 1	6	3	6TP1:3:5
GSN410 Entrepreneurship	6	3	6TP2:4:6
GSN412 Business Law 1	6	3	6TP1:3:5
GSN413 Financial Management 1 ( <i>GSN403</i> )	6	3	6TP2:4:6
GSN415 Understanding Leadership	6	3	6TP1:3:5
GSN490 Managing Technological Innovation ( <i>48cp including GSN405</i> )	6	3	6TP1:3:5
GSN491 Economics in Business 1	6	3	6TP2:4:6

Plus the following two (2) integrative core units:

### Integrative Core Units

GSN416 Business Plans 1 ( <i>96cp including GSN405, 410</i> )	6	3	6TP1:3:5
GSN473 Corporate Governance and Accountability ( <i>96cp including GSN404, 412</i> )	6	3	6TP2:4:6

Plus 48 credit points of elective units which may be undertaken as a concentration/minor.

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

### Concentrations and Minors

Students may complete one or more concentration and/or minor through careful choice of their 48 credit points of electives. Students with a prior degree in a business area may be allowed to bypass some introductory core units and take additional electives instead, and thus complete additional minors or concentrations. Students must apply for credit or substitution at the commencement of their course.

Please refer to QUT Virtual for the timetable and availability of units. Classes are subject to change and availability is dependent upon numbers. The BGSB reserves the right to run any of these units in an alternative delivery mode if there are less than 15 enrolments.

Concentrations (36 credit points) and minors (24 credit points) are available in the areas listed below.

### Accounting

#### Minor

Required Units 24cp from elective list

#### Concentration

Required Units 36cp from elective list

### Elective List

AYN414 Cost and Management Accounting (*AYN416*); AYN416 Financial Accounting 1; AYN417 Financial Accounting 2 (*AYN416*); AYN418 Financial Accounting 3 (*AYN417*); AYN424 International Accounting<sup>1</sup>; AYN443 Electronic Commerce Cycles (*AYN416*); AYN505 Financial Analysis & Business Valuation (*GSN404, 491*)

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

### Corporate Governance

#### Minor

Required Units GSN404 Financial Statements Analysis; GSN412 Business Law 1; GSN472 Legal Principles of Corporate Governance (*GSN412*); GSN473 Corporate Governance and Accountability (*96cp including GSN404, 412*)

**Concentration**

Required Units GSN404 Financial Statements Analysis; GSN405 Strategic Management; GSN412 Business Law 1; GSN472 Legal Principles of Corporate Governance (*GSN412*); GSN473 Corporate Governance and Accountability (*96cp including GSN404, 412*); GSN496 Public Relations and Crisis Management

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

**Entrepreneurship**

**Minor**

Required Units GSN410 Entrepreneurship; GSN416 Business Plans 1 (*96cp including GSN405, 410*); GSN420 New Venture Strategy (*GSN405*); Plus 6cp from elective list

**Concentration**

Required Units GSN410 Entrepreneurship; GSN416 Business Plans 1 (*96cp including GSN405, 410*); GSN420 New Venture Strategy (*GSN405*); Plus 18cp from elective list

**Elective List**

GSN429 New Venture Marketing (*GSN408*); GSN430 New Venture Funding (*GSN413*); GSN431 New Venture Growth & Transitions (*GSN405*); GSN434 Venture Capital (*GSN413*); GSN479 Spreadsheet Modelling for Managers (*GSN403*)

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

**Finance**

**Minor**

Required Units GSN413 Financial Management 1 (*GSN403*); GSN423 Financial Management 2 (*GSN413*); Plus 12cp from elective list

**Concentration**

Required Units GSN413 Financial Management 1 (*GSN403*); GSN423 Financial Management 2 (*GSN413*); Plus 24cp from elective list

**Elective List**

GSN430 New Venture Funding (*GSN413*); GSN479 Spreadsheet Modelling for Managers (*GSN403*); EFN412 Advanced Managerial Finance (*EFN406*); EFN414 International Finance (*EFN406*); EFN415 Security Analysis (*EFN406*); EFN416 Treasury & Portfolio Management (*an U/G degree in Economics or Finance, or EFN406*); EFN501 Corporate and Commercial Lending; EFN506 Advanced International Finance (*an U/G degree in Finance or EFN414*)

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

**Health Services Management**

**Minor**

Required Units PUN640 Health Systems; Plus 12cp from elective list

**Concentration**

Required Units PUN640 Health Systems; Plus 24cp from elective list

**Elective List\***

LWS006 Health, Ethics and the Law; PUN301 Occupational Health and Safety Law and Management; PUP415 Occupational Health (*PUN301*); PUN617 Environmental Health Management; PUN632 Health Services Management, Leadership and Change; PUN688 International Health Policy & Planning

\* All units are subject to availability.

**Human Resource Management**

**Minor**

Required Units GSN406 Human Resources Management Issues; GSN409 Organisational Behaviour 1; MGN427 Human Resource Management

**Concentration**

Required Units GSN406 Human Resources Management Issues; GSN409 Organisational Behaviour 1; MGN427 Human Resource Management; Plus 12cp from elective list

**Elective List**

MGN421 Strategic Human Resource Management; MGN505 Consulting and Change Management

**ATTENTION CONTINUING STUDENTS:** you must refer to the '[Course Updates](#)' page regarding changes to the Human Resource Management Concentration and Minor.

**Information Technology Management**

**Minor**

Required Units 24cp from elective list

## **Concentration**

Required Units 36cp from elective list

### **Elective List\***

ITN201 Enterprise Architectures; ITN228 Enterprise Systems (*ITN201*); ITN241 Information Technology Management (*ITN201*); ITN264 Information Systems Consulting; ITN266 Information Management (*ITN201*); ITN272 Information Technology Project Management; ITN298 Business Process Management

\* *All units are subject to availability.*

**ATTENTION CONTINUING STUDENTS:** you must refer to the '[Course Updates](#)' page regarding changes to the Information Technology Management Concentration and Minor.

## **International Business**

### **Minor**

Required Units 24cp from elective list

### **Concentration**

Required Units 36cp from elective list

### **Elective List**

GSN428 International Study Tour (*48cp*); GSN445 Special Topic 2 (Doing Business with China); AYN424 International Accounting; EFN414 International Finance & Resource Management (*GSN413*); IBN403 Business in Asia; IBN404 Business in Europe; IBN409 Negotiating Across Borders; IBN410 International Logistics Management; IBN421 Marketing Internationally; IBN435 Business in Australia<sup>2</sup>

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

## **Leadership**

### **Minor**

Required Units GSN407 Business Communication; GSN415 Understanding Leadership; GSN425 Leadership Development (*GSN415*); Plus 6cp from elective list

### **Concentration**

Required Units GSN407 Business Communication; GSN415 Understanding Leadership; GSN425 Leadership Development (*GSN415*); Plus 18cp from elective list

### **Elective List**

GSN417 Effective Advocacy for Managers (*GSN407*); GSN456 Personal Development & Ethics for Managers; GSN496 Public Relations and Crisis Management

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

## **Marketing**

### **Minor**

Required Units GSN408 Fundamentals of Marketing Management; GSN418 Marketing Strategy Development (*GSN408*); Plus 12cp from elective list

### **Concentration**

Required Units GSN408 Fundamentals of Marketing Management; GSN418 Marketing Strategy Development (*GSN408*); Plus 24cp from elective list

### **Elective List**

GSN429 New Venture Marketing (*GSN408, 410*); GSN493 Customer Relationship Management (*GSN405, 408*); GSN496 Public Relations and Crisis Management; AMN401 Integrated Marketing Communication; AMN403 Marketing & Survey Research; AMN461 Corporate Media Strategy & Tactics

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

## **Philanthropy & Nonprofit Studies**

### **Minor**

Required Units GSN224 Corporate Philanthropy; GSN481 Philanthropic & Nonprofit Frameworks of Governance; GSN484 Management for Philanthropic & Nonprofit Organisations

### **Concentration**

Required Units GSN224 Corporate Philanthropy; GSN481 Philanthropic & Nonprofit Frameworks of Governance; GSN484 Management for Philanthropic & Nonprofit Organisations; Plus 12cp from elective list

### **Elective List**

GSN483 Ethics for Philanthropic & Nonprofit Organisations; GSN485 Legal Issues for Philanthropic & 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 (*GSN488*); GSN233 Special Topic in Philanthropic & Nonprofit Studies

**ATTENTION CONTINUING STUDENTS:** you must refer to the [‘Course Updates’](#) page regarding changes to the Philanthropy & Nonprofit Studies Concentration and Minor.

### **Project Management**

#### **Minor**

Required Units GSN442 Project Management 1; GSN443 Project Management 2 (*GSN442*); Plus 12cp from elective list

#### **Concentration**

Required Units GSN442 Project Management 1; GSN443 Project Management 2 (*GSN442*); Plus 24cp from elective list

#### **Elective List**

GSN440 Risk Management; GSN479 Spreadsheet Modelling for Managers (*GSN403*); 12cp project unit with approval from BGSB

**ATTENTION CONTINUING STUDENTS:** you must refer to the [‘Course Updates’](#) page regarding changes to the Project Management Concentration and Minor.

### **Strategy**

#### **Minor**

Required Units GSN405 Strategic Management; GSN416 Business Plans (*96cp incl. GSN405, 410*); GSN420 New Venture Strategy (*GSN405*); GSN474 Strategy Planning and Development (*GSN405*)

#### **Concentration**

Required Units GSN405 Strategic Management; GSN416 Business Plans (*96cp incl. GSN405, 410*); GSN420 New Venture Strategy (*GSN405*); GSN474 Strategy Planning and Development (*GSN405*); MGN505 Consulting and Change Management

**ATTENTION CONTINUING STUDENTS:** you must refer to the [‘Course Updates’](#) page regarding changes to the Strategy Concentration and Minor.

## 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 students and information listed by concentration and minor where applicable. Students who require further advice should consult the Brisbane Graduate School of Business to ensure that course requirements are met.

#### **COURSE REQUIREMENTS**

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

#### **MBA CORE UNITS**

##### **Continuing students who commenced prior to 2009**

The core units were revised in 2008 to include 14 core and 2 integrative core units, with the unit GSN460 discontinued. Continuing students who have not completed the discontinued core unit GSN460 must complete under the new core unit structure (refer to page 2 for details).

##### **Continuing students who commenced prior to 2005**

The MBA core was revised in 2005 to include 15 core and 2 integrative core units, with the units GSN402, GSN411 and GSN414 discontinued.

Continuing students who have not completed the discontinued core units GSN402, GSN411 or GSN414 must complete under either the 2005 core unit structure (below) or the 2009 core unit structure (refer to page 2 for details).

#### **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  
GSN460 Creative Problem Solving (*no longer offered*)  
GSN490 Managing Technological Innovation  
GSN491 Economics in Business 1

#### **Integrative Core Units**

GSN416 Business Plans 1  
GSN473 Corporate Governance and Accountability

Continuing students who have completed one or more of the discontinued core units (GSN402, GSN411 or GSN414) may continue under the previous core unit structure, in which the 16 core units (GSN401 through GSN416) must be completed, or transfer into the new core structure using the table below as a guide.

Discontinued Core Units:

<b><u>If this discontinued core unit/s has been completed:</u></b>	<b><u>Then the following Economics unit must be taken:</u></b>	<b><u>Plus the following Technology unit must be taken:</u></b>
GSN402 only	GSN491 Economics in Business 1	Course requirements have been met.
GSN411 only	EFN405 Managerial Economics	GSN490 Managing Technological Innovation
GSN414 only	EFN405 Managerial Economics	GSN490 Managing Technological Innovation
GSN402 and GSN411	EFN405 Managerial Economics	Course requirements have been met.
GSN402 and GSN414	EFN405 Managerial Economics	Course requirements have been met.
GSN402, GSN411 and GSN414	Course requirements have been met.	Course requirements have been met.

The core unit GSN490 Managing Technological Innovation is incompatible with the discontinued core unit GSN402 Strategic Use of Information Technology. If you have completed GSN402 you cannot enrol in GSN490.

## CONCENTRATION AND MINORS

### Accounting

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of units.

#### Minor:

Required Units GSN404 Financial Statements Analysis, GSN427 Financial Planning and Control, Plus 12cp from elective list

#### Concentration:

Required Units GSN404 Financial Statements Analysis, GSN427 Financial Planning and Control, Plus 24cp from elective list

Elective List: AYN414 Cost and Management Accounting; AYN416 Financial Accounting 1; AYN417 Financial Accounting 2; AYN418 Financial Accounting 3; AYN424 International Accounting; AYN439 Management Accounting; AYN443 Electronic Commerce Cycles

### Arts and Cultural Management

Arts and Cultural Management is only available to students who commenced prior to Semester 1, 2006. Those students may continue this concentration/minor through to the completion of their course. The Arts and Cultural Management units have been recoded and are now administered by the Creative Industries Faculty.

Minor: 24cp from elective list

Concentration: 36cp from elective list

Elective List: KKP402 Business Development in Creative Industries; KCP401 Creative Industries: Theory and Policy, KTP408 Marketing Arts & Culture; KTP409 Arts & Cultural Management; GSN488 Fundraising Development Principles; GSN489 Fundraising Development Techniques

### Business Communication

This study area was discontinued in 2008, and is only available to students who commenced prior to 2009. Those students may continue this concentration/minor through to the completion of their course, subject to availability of elective units.

#### Minor:

Required Units GSN407 Business Communication, GSN417 Effective Advocacy for Managers; Plus 12cp from elective list

#### Concentration:

Required Units GSN407 Business Communication, GSN417 Effective Advocacy for Managers; Plus 24cp from elective list

Elective List: GSN457 Organisational Communication & Influence; GSN458 Intercultural Business Communication; GSN459 Communication Planning for Organisations; GSN462 Negotiation Strategies; GSN496 Public Relations and Crisis Management; AMN465 Public Relations Management; QCD111 Communication 1; QCD211 Communication 2

### Corporate Governance

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

#### Minor:

Required Units GSN404 Financial Statements Analysis; GSN412 Business Law 1; GSN472 Legal Principles of Corporate Governance; GSN473 Corporate Governance and Accountability

#### Concentration:

Required Units GSN404 Financial Statements Analysis; GSN405 Strategic Management; GSN412 Business Law 1; GSN472 Legal Principles of Corporate Governance; GSN473 Corporate Governance and Accountability; Plus 6cp from elective list

Elective List: GSN422 Business Law 2; GSN427 Financial Planning and Control; GSN456 Personal Development & Ethics for Managers; GSN480 Business Sustainability and Competitive Advantage; GSN483 Ethics for Philanthropic & Nonprofit Organisations; GSN484 Management for Philanthropic & Nonprofit Organisations; GSN485 Legal Issues for Philanthropic & Nonprofit Organisations; GSN486 Accounting Issues for Philanthropic & Nonprofit Organisations; GSN224 Corporate Philanthropy; GSN233 Special Topic in Philanthropy & Nonprofit Studies; AYN412 Company Law

### Economics

This study area was discontinued in 2008, and is only available to students who commenced prior to 2009. Those students may continue this concentration/minor through to the completion of their course, subject to availability of units.

#### Minor:

Required Units GSN491 Economics in Business 1; GSN492 Economics in Business 2; Plus 12cp from elective list

**Concentration:**

Required Units GSN491 Economics in Business 1; GSN492 Economics in Business 2; Plus 24cp from elective list

Elective List: BSN506 Econometric Methods; EFN410 Economic & Financial Modelling; EFN500 Contemporary Macroeconomic Theory; EFN502 Developments in Microeconomic Theories

Students who commenced prior to 2005 and have completed the discontinued core units GSN411 and GSN414 may continue under the previous structure:

**Minor:**

Required Units GSN411 Economics of Strategy 1; GSN414 Business Conditions Analysis 1; GSN421 Economics of Strategy 2; GSN424 Business Conditions Analysis 2

**Concentration:**

Required Units GSN411 Economics of Strategy 1; GSN414 Business Conditions Analysis 1; GSN421 Economics of Strategy 2; GSN424 Business Conditions Analysis 2; Plus 12cp from elective list

Elective List: GSN451 Contemporary Issues in the International Political Economy; GSN453 Economics of Health & Health Care; GSN454 Economics of Information & Electronic Commerce; BSN506 Econometric Methods; EFN410 Economic & Financial Modelling; EFN500 Contemporary Macroeconomic Theory; EFN502 Developments in Microeconomic Theories

**Electronic Business**

Students who commenced prior to 2005 and have completed the necessary discontinued units may continue this concentration/minor through to the completion of their course.

**Minor:**

Required Units GSN402 Strategic Use of Information Technology; GSN435 Electronic Commerce; GSN470 E-Business; Plus 6cp from elective list

**Concentration:**

Required Units GSN402 Strategic Use of Information Technology; GSN435 Electronic Commerce; GSN469 Internet Applications; GSN470 E-Business; Plus 12cp from elective list

Elective List: GSN435 Electronic Commerce; GSN447 Strategic Internet Marketing 1; GSN448 Strategic Internet Marketing 2; GSN454 Economics of Information & E-Commerce; GSN463 Australian E-Communications Policy; GSN464 International E-Communications Policy; GSN465 Advanced E-Commerce; GSN466 Technology Infrastructure Management; GSN467 Knowledge Management; GSN468 Public & Commercial Policy in the ICT Sector; GSN469 Internet Applications; GSN470 E-Business; GSN471 E-Publishing; AYN446 The Law of E-Commerce; AYN448 Management of Electronic Business Processes; ITN260 Electronic Commerce Site Development; ITN272 Information Technology Project Management

**Entrepreneurship**

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of units.

**Minor:**

Required Units GSN410 Entrepreneurship; GSN416 Business Plans 1; GSN420 New Venture Strategy; GSN460 Creative Problem Solving

**Concentration:**

Required Units GSN410 Entrepreneurship; GSN416 Business Plans 1; GSN420 New Venture Strategy; GSN460 Creative Problem Solving; Plus 12cp from elective list

Elective List: GSN426 Business Plans 2; GSN429 New Venture Marketing; GSN430 New Venture Funding; GSN431 New Venture Growth & Transitions; GSN432 New Venture Leadership & Human Resource Management; GSN434 Venture Capital; GSN479 Spreadsheet Modelling for Managers; GSN494 Innovating for Business Competitiveness

**Finance**

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

**Minor:**

Required Units GSN413 Financial Management 1; GSN423 Financial Management 2; GSN491 Economics in Business 1; Plus 6cp from elective list

**Concentration:**

Required Units GSN413 Financial Management 1; GSN423 Financial Management 2; GSN491 Economics in Business 1; Plus 18cp from elective list

Elective List: GSN430 New Venture Funding; GSN434 Venture Capital; GSN479 Spreadsheet Modelling for Managers; GSN492 Economics in Business 2; EFN401 Advanced Financial Institutions Management; EFN412 Advanced Managerial Finance; EFN414 International Finance; EFN415 Security Analysis; EFN416 Treasury & Portfolio Management; EFN501 Corporate and Commercial Lending; EFN506 Advanced International Finance

Students who commenced prior to 2005 and have completed the discontinued core unit GSN414 may continue under the previous structure:

Minor:

Required Units GSN413 Financial Management 1; GSN414 Business Conditions Analysis 1; GSN423 Financial Management 2; Plus 6cp from elective list

Concentration:

Required Units GSN413 Financial Management 1; GSN414 Business Conditions Analysis 1; GSN423 Financial Management 2; Plus 18cp from elective list

Elective List: GSN424 Business Conditions Analysis 2; GSN430 New Venture Funding; GSN434 Venture Capital; GSN451 Contemporary Issues in the International Political Economy; GSN479 Spreadsheet Modelling for Managers; EFN401 Advanced Financial Institutions Management; EFN412 Advanced Managerial Finance; EFN414 International Finance; EFN415 Security Analysis; EFN416 Treasury & Portfolio Management; EFN501 Corporate and Commercial Lending; EFN506 Advanced International Finance

### **Health Services Management**

The discontinued units GSN450 Public Sector & Social Marketing 2, GSN453 Economics of Health and Health Care, PUN601 Contemporary Health Policy, PUN608 Health Economics, PUN609 Health Care Finance, PUN610 Health Services Management, PUN615 Advanced Health Service Management, PUN649 Health Care Financial Management and PUN692 Health Care Delivery Systems may be counted toward this concentration and minor.

### **Human Resource Management**

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

Minor:

Required Units GSN406 Human Resources Management Issues; GSN409 Organisational Behaviour 1; MGN427 Human Resource Management

Concentration:

Required Units GSN406 Human Resources Management Issues; GSN409 Organisational Behaviour 1; MGN427 Human Resource Management; Plus 12cp from elective list

Elective List: GSN419 Organisational Behaviour 2; GSN432 New Venture Leadership & Human Resource Management; GSN452 International Human Resource Management; MGN421 Strategic Human Resource Management; MGN422 Contemporary Issues & Practices in Employee Relations; MGN505 Consulting and Change Management; GSN207 Organisational Analysis & Consulting

### **Information Technology Management**

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

Minor:

Required Units GSN470 E-Business; GSN490 Managing Technological Innovation; Plus 12cp from elective list

Concentration:

Required Units GSN470 E-Business; GSN490 Managing Technological Innovation; Plus 24cp from elective list

Elective List: ITN220 Major Issues in Information Systems; ITN298 Process Engineering; ITN255 Knowledge Management; ITN272 Information Technology Project Management; ITN330 Information Issues & Policy; ITN266 Information Management

### **International Business**

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

Minor:

Required Units GSN401 Managing in the Global Business Environment; Plus 18cp from elective list

Concentration:

Required Units GSN401 Managing in the Global Business Environment; Plus 30cp from elective list

Elective List: GSN428 International Study Tour; GSN445 Special Topic 2 Doing Business with China; GSN452 International Human Resource Management; GSN462 Negotiation Strategies; AYN424 International Accounting; EFN414 International Finance & Resource Management; IBN403 Business in Asia; IBN404

### **Leadership**

This study area was revised in 2008. The inactive units GSN432 New Venture Leadership & Human Resource Management, GSN457 Organisational Communication & Influence, GSN458 Intercultural Business Communication, GSN480 Business Sustainability and Competitive Advantage and GSN207 Organisational Analysis & Consulting may be counted toward this concentration and minor.

### **Marketing**

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

Minor:

Required Units GSN408 Fundamentals of Marketing Management, GSN418 Marketing Strategy Development, Plus 12cp from elective list

Concentration:

Required Units GSN408 Fundamentals of Marketing Management, GSN418 Marketing Strategy Development, Plus 24cp from elective list

Elective List: GSN429 New Venture Marketing; GSN447 Strategic Internet Marketing 1; GSN448 Strategic Internet Marketing 2; GSN449 Public Sector & Social Marketing 1; GSN450 Public Sector & Social Marketing 2; GSN476 Sales Management; GSN479 Spreadsheet Modeling for Managers; GSN487 Marketing for the Nonprofit Sector; GSN493 Customer Relationship Management; GSN496 Public Relations and Crisis Management; AMN400 Consumer Behaviour; AMN401 Integrated Marketing Communication; AMN403 Marketing & Survey Research; AMN420 Advertising Management; AMN421 Contemporary Issues in Advertising; AMN423 Strategies for Creative Advertising; AMN461 Corporate Media Strategy & Tactics; AMN465 Public Relations Management

### **Philanthropy & Nonprofit Studies**

This study area was revised in 2008. GSN484 has been discontinued. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

Minor:

Required Units GSN224 Corporate Philanthropy, GSN481 Philanthropic & Nonprofit Frameworks of Governance, GSN482 Philanthropic & Nonprofit Economics

Concentration:

Required Units GSN224 Corporate Philanthropy, GSN481 Philanthropic & Nonprofit Frameworks of Governance, GSN482 Philanthropic & Nonprofit Economics, Plus 12cp from elective list

Elective List: GSN483 Ethics for Philanthropic & Nonprofit Organisations; GSN484 Management for Philanthropic & Nonprofit Organisations; GSN485 Legal Issues for Philanthropic & Nonprofit Organisations; GSN486 Accounting Issues for Philanthropic & Nonprofit Organisations; GSN487 Marketing for the Nonprofit Sector; GSN488 Fundraising Development Principles; GSN489 Fundraising Development Techniques; GSN233 Special Topic in Philanthropic & Nonprofit Studies

In 2004, the 12cp units GSN229, GSN230, GSN231 and GSN232 were replaced by two 6cp units respectively. GSN229 is incompatible with GSN481 and GSN482; GSN230 is incompatible with GSN483 and GSN484; GSN231 is incompatible with GSN485 and GSN486; and GSN232 is incompatible with GSN488 and GSN489.

### **Project Management**

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

Minor:

Required Units GSN440 Risk Management 1; GSN442 Project Management 1; GSN443 Project Management 2, Plus 6cp from elective list

Concentration:

Required Units GSN440 Risk Management 1; GSN442 Project Management 1; GSN443 Project Management 2, Plus 18cp from elective list

Elective List: GSN438 Production & Operations Management 1; GSN439 Production & Operations Management 2; GSN441 Risk Management 2; GSN461 Making Change Work; GSN477 Contract Management; GSN479 Spreadsheet Modelling for Managers

### **Strategy**

This study area was revised in 2008. Students who commenced prior to 2009 may continue under the previous structure, subject to availability of elective units.

**Minor:**

Required Units GSN405 Strategic Management, GSN474 Strategy Planning and Development, Plus 12cp from elective list

**Concentration:**

Required Units GSN405 Strategic Management, GSN474 Strategy Planning and Development, Plus 24cp from elective list

**Elective List:**

GSN420 New Venture Strategy; GSN426 Business Plans 2; GSN431 New Venture Growth & Transitions; GSN461 Making Change Work; GSN475 Strategic Analysis; GSN494 Innovating for Business Competitiveness; MGN505 Consulting and Change Management

Students who commenced prior to 2005 and have completed the necessary discontinued units may continue under the following structure:

**Minor:**

Required Units GSN405 Strategic Management; GSN411 Economics of Strategy 1, GSN474 Strategy Planning and Development, Plus 6cp from elective list

**Concentration:**

Required Units GSN405 Strategic Management; GSN411 Economics of Strategy 1, GSN474 Strategy Planning and Development, Plus 18cp from elective list

**Elective List:**

GSN420 New Venture Strategy; GSN421 Economics of Strategy 2; GSN426 Business Plans 2; GSN431 New Venture Growth & Transitions; GSN461 Making Change Work; GSN475 Strategic Analysis; GSN207 Organisational Analysis & Consulting

**Public Management**

This study area was discontinued in 2007. Students who commenced prior to 2007 and have completed the necessary units may continue through to the completion of their course.

**Minor:**

24cp from elective list

**Concentration:**

36cp from elective list

**Elective List:**

MGN516 Policy Analysis; MGN517 Program Management and Evaluation; MGN402 Government-Business Relations; MGN426 International Trends in Public Management

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<sup>1</sup> Students undertaking AYN424 would need to have completed an undergraduate degree in Accountancy, containing specific content. Please enquire for further details.

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<sup>2</sup> This unit is available only to students new to Australia.