

2008 Course Summary Sheet

■ Graduate Certificate in Management (GS43)

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.

Attention to all Students:

This course was discontinued in 2005. However, students who are currently enrolled in this course will be able to continue with their enrolment to the completion of this course.

Location: Gardens Point campus.

Course Duration: 1 semester (full-time) or 2 semesters (part-time). The course must be completed within a maximum time period of two years.

Total Credit Points: 48

Standard Credit Points/Full-time Semester: 48

(Two six-week teaching periods equate to one university semester for BGSB courses)

Course Coordinator: Dr Lyndal Drennan, MBA Director; Email 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.

Continuing Students – All continuing students must refer to the ‘[Course Updates](#)’ on page 4 to ensure that course requirements are met. Students who cannot determine an enrolment program should contact BGSB Student Services.

Course Design: Students must complete any 48 credit points from the Master of Business Administration (GS40) core or GSN-coded elective units. Alternatively, to attain a specialised study area within the Graduate Certificate in Management students must complete 48 credit points from a selected major area.

Articulation: Students who successfully complete the Graduate Certificate in Management program with a GPA of 4.5 or above (on a 7 point scale) may enrol in the Master of Business Administration (MBA).

Course Structure and Unit Selection

Students should contact the Brisbane Graduate School of Business on (07) 3138 1264 to discuss their Enrolment Program.

Electives

The Schedule of Unit Offerings to 2009 is available from the Brisbane Graduate School of Business website at www.bgsb.qut.edu.au/study/mba/mbaunits/offerings.jsp or contact BGSB Student Services on Level 1, B Block, telephone: (07) 3138 1264, fax (07) 3138 1055 or e-mail: bgsbenq@qut.edu.au. Students may undertake other postgraduate Business elective units, subject to the approval of the MBA Director.

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

Students undertaking 6 credit point units will be required to nominate a teaching period which correlates to the start date of teaching. The terminology for these is 6TP1 through to 6TP6 and students will need to nominate the correct teaching period on their online enrolment. 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

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.

Unit Offerings: Students are advised to consult the Faculty timetable prior to the start of each teaching period, as information at this stage is tentative: www.bgsb.qut.edu.au/study/current/timetables/mbatimetables.jsp

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.

COURSE STRUCTURE

Students have two options within this program:

1) Select eight (8) units from the MBA or any postgraduate business unit ensuring that you meet the prerequisite requirements.

MBA 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 (<i>GSN401</i>)	6	3	6TP1:3:5
GSN406 Human Resource Management Issues (<i>GSN401, 409</i>)	6	3	6TP2:4:6
GSN407 Business Communication	6	3	6TP2:4:6
GSN408 Fundamentals of Marketing Management	6	3	6TP1:3:4:5
GSN409 Organisational Behaviour 1	6	3	6TP3:5
GSN410 Entrepreneurship	6	3	6TP2:4:6
GSN412 Business Law 1 (<i>GSN401</i>)	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
GSN460 Creative Problem Solving	6	3	6TP2:4:6
GSN491 Economics in Business 1	6	3	6TP2:4:6

OR

2) Select a major (48 cp) from one of the following study areas.

Corporate Governance

Required: GSN401 Managing in the Global Business Environment; GSN404 Financial Statements Analysis; GSN405 Strategic Management (*GSN401*); GSN412 Business Law 1 (*GSN401*); GSN422 Business Law 2 (*GSN412*); GSN427 Financial Statements Analysis (*GSN404*); GSN472 Legal Principles of Corporate Governance (*GSN412*); GSN456 Personal Development & Ethics for Managers

Electives: (Choose up to 12 cp from the list below only if substitution has been granted for equivalent required units)
 GSN480 Business Sustainability and Competitive Advantage (*GSN411 or 414 or 491*); 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

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

Leadership

Required: GSN401 Managing in the Global Business Environment; GSN409 Organisational Behaviour 1; GSN407 Business Communication; GSN417 Effective Advocacy for Managers (*GSN407*); GSN415 Understanding Leadership; GSN425 Leadership Development (*GSN415*)

Electives: (Choose 12 cp from the list below)
 GSN419 Organisational Behaviour 2 (*GSN409*); GSN456 Personal Development & Ethics for Managers; GSN462 Negotiation Strategies (*GSN407*); GSN461 Making Change Work (*GSN401, 409*); GSN221 Special Topic 1 (Leadership Practicum) (*GSN407 plus 425 or 456; Co-requisite: GSN425*)

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

Strategy

Required: GSN401 Managing in the Global Business Environment; GSN405 Strategic Management (*GSN401*); GSN408 Fundamentals of Marketing Management; GSN474 Strategy Planning & Development (*GSN405*)

Electives: (Choose 24 cp from the list below)

GSN410 Entrepreneurship; GSN418 Marketing Strategy Development (*GSN408*); GSN420 New Venture Strategy (*GSN405, 410*); GSN475 Strategic Analysis (*GSN405, 474*); MGN505 Consulting & Change Management

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

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.

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

This course was discontinued in 2005. However, students who are currently enrolled in this course will be able to continue with their enrolment to the completion of this course.

MBA CORE

The MBA core units have been revised from 6TP1 2005 to include 15 core and 2 integrative core units (refer to GS40 Course Summary Sheet for details). The units GSN402, GSN411 and GSN414 have been discontinued as part of the MBA core. The 2 integrative core units, GSN416 Business Plans 1 and GSN473 Corporate Governance and Accountability, are not available to Graduate Certificate students due to the prerequisite requirement of 96cp. The new core unit GSN490 Managing Technological Innovation is not available to Graduate Certificate students due to the prerequisite requirement of 48cp.

Continuing students may transfer into the new MBA core structure (refer to page 2 for details) or continue under the previous core unit structure (listed below).

Core Units	Credit Points	Contact Hrs/Wk	Teaching Period
GSN401 Managing in the Global Business Environment	6	3	6TP1:2:3:4:5:6
GSN402 Strategic Use of Information Technology	-	<i>No Longer Offered</i>	-
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	6TP1:3:4:5
GSN409 Organisational Behaviour 1	6	3	6TP3:5
GSN410 Entrepreneurship	6	3	6TP2:4:6
GSN411 Economics of Strategy 1	-	<i>No Longer Offered</i>	-
GSN412 Business Law 1	6	3	6TP1:3:5
GSN413 Financial Management 1	6	3	6TP2:4:6
GSN414 Business Conditions Analysis 1	-	<i>No Longer Offered</i>	-
GSN415 Understanding Leadership	6	3	6TP1:3:5

The unit GSN415 Leadership 1 was renamed Understanding Leadership from 6TP4, 2003. The prerequisite unit GSN401 was removed.

From 6TP6, 2003 the GSN410 Entrepreneurship prerequisite/corequisite requirement of GSN408 has been removed.

MAJORS

Business Communication

The Business Communication major is only available to students who commenced prior to 6TP1 2005. The unit GSN402 has been discontinued as part of the MBA core, and the units GSN458 and GSN459 have been made inactive. Students who commenced prior to 6TP1 2005 and have completed the discontinued units may continue under the previous structure:

Required: GSN407 Business Communication; GSN417 Effective Advocacy for Managers; GSN457 Organisational Communication & Influence; GSN459 Communication Planning in Organisations; GSN458 Intercultural Business Communication; GSN462 Negotiation Strategies

Electives: (Choose 12 cp from the list below)

GSN415 Understanding Leadership; GSN461 Making Change Work; GSN402 Strategic Use of Information Technology; GSN455 Special Topic 3: Public Relations & Crisis Management

Corporate Governance

From 6TP1 2005, GSN473 Corporate Governance and Accountability has been revised as an integrative core MBA unit and cannot be undertaken by students enrolled in the Graduate Certificate due to the prerequisite requirement of 96cp. Students who commenced prior to 6TP1 2005 and have already completed GSN473 may continue under the previous structure:

Minor

Core Units GSN404 Financial Statements Analysis; GSN412 Business Law 1

Required Units GSN472 Legal Principles of Corporate Governance; GSN473 Corporate Governance and Accountability

Concentration

Core Units GSN404 Financial Statements Analysis; GSN412 Business Law 1
Required Units GSN472 Legal Principles of Corporate Governance; GSN473 Corporate Governance and Accountability
Elective Units Choose 12cp from list below

Elective List

GSN405 Strategic Management; GSN415 Understanding Leadership; GSN422 Business Law 2; GSN427 Financial Statements Analysis; GSN480 Business Sustainability and Competitive Advantage; GSN224 Corporate Philanthropy; 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; GSN233 Special Topic in Philanthropy & Nonprofit Studies; AYN412 Company Law

Commencing Semester 1, 2004 the units GSN230 and GSN231 (12 cp) are replaced by two 6cp units respectively. GSN230 is incompatible with GSN483 and GSN484; and GSN231 is incompatible with GSN485 and GSN486.

The unit GSN472 Principles of Corporate Governance was renamed Legal Principles of Corporate Governance from 6TP5, 2004.

The unit GSN473 Corporate Accountability and Governance was renamed Corporate Governance and Accountability from 6TP5, 2005.

Electronic Business

The Electronic Business major is only available to students who commenced prior to 6TP1 2005. The unit GSN402 has been discontinued as part of the MBA core, and the units GSN463, GSN464, GSN465, GSN468 and GSN471 have been made inactive. Students who commenced prior to 6TP1 2005 and have completed the discontinued units may continue under the previous structure:

Required: GSN402 Strategic Use of Information Technology; GSN435 Electronic Commerce; GSN465 Advanced E-Commerce; GSN467 Knowledge Management; GSN469 Internet Applications; GSN470 E-Business

Electives: (Choose 12 cp from the list below)

GSN463 Australian E-Communications Policy; GSN464 International E-Communications Policy; GSN466 Technology Infrastructure Management; GSN468 Public and Commercial Policy in the ICT Sector; GSN471 E-Publishing; GSN447 Strategic Internet Marketing 1; GSN448 Strategic Internet Marketing 2; GSN454 Economics of Information & E-Commerce; AYN446 The Law of E-Commerce; AYN448 Management of Electronic Business; ITN272 Information Technology Project Management

Leadership

The Leadership major was revised in order that prerequisite unit requirements can be met.

The unit GSN425 Leadership 2 was renamed Leadership Development from 6TP2, 2003.

Public Sector Marketing

The Public Sector Marketing major is only available to students who commenced prior to 6TP1 2005. The unit GSN402 has been discontinued as part of the MBA core, and the units GSN448, GSN449, GSN450 and GSN223 have been made inactive. Students who commenced prior to 6TP1 2005 and have completed the discontinued units may continue under the previous structure:

Required: GSN402 Strategic Use of Information Technology; GSN408 Fundamentals of Marketing Management; GSN418 Marketing Strategy Development; GSN429 New Venture Marketing; GSN449 Public Sector & Social Marketing 1; GSN450 Public Sector & Social Marketing 2; GSN447 Strategic Internet Marketing 1; GSN448 Strategic Internet Marketing 2

Electives: (Choose 12 cp from the list below only if credit has been granted for basic marketing units)
GSN223 Applied Research Project B

Strategy

The discontinued unit GSN226 Arts Policy & Strategy may be counted towards this major.

The unit GSN411 has been discontinued as part of the MBA core, and the units GSN421 and GSN207 have been made inactive. Students who commenced prior to 6TP1 2005 and have completed the discontinued units may continue under the previous structure:

Required: GSN402 Strategic Use of Information Technology; GSN405 Strategic Management; GSN411 Economics of Strategy 1; GSN421 Economics of Strategy 2; GSN474 Strategy Planning & Development; GSN475 Strategic Analysis

Electives: (Choose 12 cp from the list below)

GSN410 Entrepreneurship; GSN420 New Venture Strategy; GSN226 Arts Policy & Strategy; GSN207 Organisational Analysis & Consulting