BF — MANAGEMENT

Offered by the Department of Management. For contact details consult the Faculty of Business, Economics and Law entry in the Faculties, Schools and Departments chapter.

Note: The prefix BF has replaced previously listed BA subjects.

BF100 Introduction to the Principles of Marketing
#10 (2L1T) 1;2;Sum (Ipswich 150 hrs/ sem)
Inc: BF101 or QM116
Assessment: Examinations & assignments.
Examines theories of markets & marketing, consumer behaviour, applications of behavioural science & basic marketing management.

BF101 Marketing
#10 (2L1T) 1;2 (Ipswich 150 hrs/ sem)
Inc: BF100 or QM116
Assessment: Examinations & assignments.
Examines theories of markets & marketing, consumer behaviour, applications of behavioural science & basic marketing management.

Note: This subject is equivalent in content to BF100.

BF110 Organisational Behaviour
#10 (2L1T) 1;2 (Ipswich 150 hrs/ sem)
Inc: BF210 or CO271
Assessment: Examinations, essay & tutorial workshop.
Introduction to organisational behaviour, developing understanding of employee personalities & attitudes, motivation & leadership, power, group dynamics & culture on employee attitudes & behaviour.

BF121 Business Communication Across Boundaries: Introduction to Theory & Practice
#10 (150 hrs/ sem) 1;2
Assessment: Examination, team project & project portfolio.
Introduction to models & skill bases of business communication & profession as they are being shaped by historical, disciplinary, organisational, cultural & technological boundaries.

BF130 Introduction to Management
#10 (2L1T) 1;2;Sum (Ipswich 150 hrs/ sem)
Assessment: Multiple choice examination, assignments & tutorial exercises.
Introduction to management principles, concepts, models & challenges, planning & decision-making, organising, leadership & change, controlling & concepts of international management.

BF200 Introduction to Consumer Behaviour
#10 (2L1T) 1;2 (Ipswich 150 hrs/ sem)
Pre: BF100
Assessment: Examination, assignments & participation.
Introduction to field of consumer behaviour & to individual consumer decision-making, organisational buying behaviour & major factors which influence these decisions.

BF201 Business-to-Business Marketing
#10 (2L1T) 1st
Pre: BF100  
Assessment: Final examination & assignments.  
Study of scope & unique characteristics of business-to-business markets. Outlines core concepts & best-practice approach to this sizeable & dynamic sector.

**BF202 Services Marketing**  
#10 (2L1T) 2nd  
Pre: BF100  
Assessment: Examination & assignment.  
Theoretical foundations & practical application of marketing of services examined. Nature of services, marketing framework & marketing mix for services, service encounter, human factor & service quality.

**BF203 International Marketing**  
#10 (2L1T) 2nd  
Pre: BF100  
Assessment: Examinations & assignment.  
Theoretical foundations of international marketing & exposure to practical case studies. Global versus international marketing. International aspects of marketing strategy, consumer behaviour, segmentation & product & promotion strategies.

**BF204 Retail Management**  
#10 (2L1T) 1st  
Pre: BF100  
Assessment: Examination & assignment.  
Introduction to management issues related to retailing & marketing channels. Structure of retail industry; power & distribution in channels; buying, merchandising, pricing & spatial aspects of retailing.

**BF205 Marketing on the Commercial Internet**  
#10 (150 hrs/ sem) 2nd  
P: BF100  
Assessment: Examinations, assignment & oral presentation.  
Introduces students to marketing practices on commercial Internet. Design of marketing channels for specific markets & products.

**BF211 Staffing in Organisations**  
#10 (2L1T) 1st  
Pre: BF213  
Assessment: Multiple choice examination, quartet selection validation study, team task analysis of quartet, HR plan & participation in tutorials.  
Introduction to human resource management areas of recruitment, selection & appraisal. Based on sound theoretical principles but has strong practical focus.

**BF212 Leading & Managing People**  
#10 (1L2T) 1st  
Pre: BF110 or 210  
Assessment: Final examination, individual assignment & group case study.  
BF213 Introduction to Human Resource Management  
#10 (2L 1T) 1st (St Lucia, Ipswich)  
Inc: CO373  
Assessment: Examination & assignment.  
Introduction & overview of the theory & practice of Human Resource Management including strategic & international HRM. Students gain an appreciation of the breadth & scope of HRM.

BF220 Managerial Skills & Communication  
#10 (2L 1T) 1,2 (Ipswich 150 hrs/sem)  
Pre: BF110 or 120 or 121 or 130 or CO271 Inc: BF320 or CO372  
Assessment: Examination, assignments & tutorials.  
Development of interpersonal, communication & leadership skills in business context. Covers written skills, oral skills & provides introduction to managerial perception, decision-making & management of diversity.

BF221 Business Communication, Technology & Organisational Change  
#10 (150 hrs/sem) 1st  
Pre: BF110 or 121 or 210  
Assessment: Assignment, examinations & other.  
Introduces students to theory & management skills needed to manage organisational change processes facilitated by developments in information technology.

BF222 Information Design & Process Management  
#10 (150 hrs/sem) 2nd  
P: BF121  
Assessment: Assignments, case analysis & portfolio.  
Develops professional skills & conceptual knowledge necessary for evaluating & improving the design & management of business interfaces (paper & electronic) within organisations.

BF230 Research Methods in Business & Marketing  
#10 (2L 1T) 1st  
Pre: BF130 + EC134 or (EC135 + 136) P: BF100 or 110 or 210  
Assessment: Examination & assignments.  

BF231 Research Methods in Business Communication  
#10 2nd (150/sem)  
Assessment: Examinations & assignments.  
Introduces students to current research paradigms, methods & techniques used for design & evaluation of business communication practices.

BF240 Employment Relations at the Workplace  
#10 (2L 1T) 2nd  
Comp: EC281 or GT120 or 230  
Assessment: Examination & assignments.  
Consideration of place of the workplace in Australian system. Outline of chief characteristics (structural, practical & philosophical) of key industrial parties at the workplace (employers, unions & governments). Assessment of traditional practices & contemporary workplace change agenda, both challenges & opportunities.
BF242 Occupational Health & Safety at Work
#10 (2L1T) 2nd
Pre: BF213 or GT120
Assessment: Assignments.
Provides students with an understanding of occupational health & safety issues through acquisition of knowledge of various theoretical frameworks, current debates, skills, techniques & their application to the Australian workplace.

BF260 International Business Management
#10 (2L1T) 1st
Pre: BF100 + 130
Assessment: Examinations & assignments.
Provides introduction to field of international business management & understanding of major issues in international business management, including sociocultural contexts & environmental aspects.

BF300 Strategic Marketing
#10 (2L1T) 2nd
Pre: BF100 P: BF200
Assessment: Case analyses, presentation & examination.
Critical evaluation of marketing principles through practical exercises & detailed analyses of real-life case studies.

BF301 Marketing Communications
#10 (2L1T) 1st
Pre: BF100 P: BF200
Assessment: Examination & assignment.
Theoretical foundations of marketing communications & their application to planning & implementing communication strategies. Communication process, communication strategy, advertising, sales promotions, personal selling, direct marketing & public relations.

BF303 Advertising
#10 (150 hrs/sem) 2nd
Pre: BF100
Assessment: Examination & assignment.
Examines structure & practices of advertising industry. Students compare the utility & ethics underlying these practices for achieving business outcomes. Practices across media compared.

BF304 Selling: A Relationship Approach
#10 (2L1T) 1st
Pre: (BF100 + 200) or (BF100 + 201)
Assessment: Examination & assignment.
From an applied perspective, this subject provides the student with a set of skills including: developing & maintaining relationships with customers/clients, developing customer strategies, communication strategies & managing self/others ethically.

BF305 Franchising
#10 (1L2T) 1st
Pre: BF100 or equiv. Comp: BF200
Assessment: Examination & assignment.
Development of franchising in Australia & overseas & management of franchise organisations examined. Examples of franchise systems used to analyse complexities of franchisor-franchisee relationships.

**BF306 Corporate Knowledge Management**  
#10 (1L2T) 1st  
Pre: BF121 + 130  
Assessment: Examination & assignments.  
Approaches some central debates, concepts & practices in Knowledge Management today & into the future. Covers knowledge-related concerns across a full range of organisation & economy wide issues.

**BF310 Organisation Design & Change Management**  
#10 (2L1T) 1st  
Pre: BF110 or 130 or 210 or CO271 Inc: CO371  
Assessment: Examination, essay & other.  
Covers diverse nature of organisation theory & its use in analysing & designing effective organisations. Considers many forms of organisation-level change & the many influences on it including organisational structure, technology, culture, power & organisation’s external environment.

**BF311 Strategic Human Resource Management**  
#10 (2L1T) 2nd  
Pre: BF213 Inc: CO373 P: BF310  
Assessment: Examination, essay & other.  
Advanced study in Human Resource Management in organisations with a particular emphasis on strategic processes of HRM. Fundamental knowledge of critical HR functions is provided emphasising need to align such functions with organisation’s objectives & HRM strategy.

**BF312 Human Resource Training & Development**  
#10 (2L1T) 2nd  
Pre: BF213  
Assessment: Triad team’s training design, delivery & evaluation, pair training exercise, pair interviews with training professional & participation in tutorials.  
Introduction to human resource management areas of training & development in organisations. Based on sound theoretical principles, but with strong practical focus. Participants experience both the role of trainer & trainee.

**BF320 Conflict Resolution**  
#10 (2L1T) 2nd (Ipswich 150 hrs/ sem)  
P: BF220  
Assessment: Examination, essay & other.  
Written & oral communications. Dealing with conflict & crisis. Negotiation strategy & tactics. Subject is practically oriented, emphasising skills acquisition.

**BF321 International Business Communication Practices**  
#10 (150 hrs/ sem)  
Pre: BF100 + 130  
Assessment: Examination & assignment.
Introduction to policies & strategies underlying international business communication practices will show students competencies in developing & evaluating the appropriateness of these practices for sustaining commercial enterprises.

**BF322 Science Communication**

#10 (150 hrs/ sem)

Pre: BF100

Assessment: Examination & assignment.

Enables students to gain understanding of communication challenges that arise in management or research, development, extension & communication.

**BF323 Changing Communication Practices**

#10 (150 hrs/ sem)

Pre: BF220 + 320

Assessment: Examination & assignment.

In-depth examination of theory & practice of communication change agencies, with special applications to practical cases & local & international organisations.

**BF324 Managing Media Communication Systems**

#10 (150 hrs/ sem) 1st

Pre: EC102 or 121

Assessment: Examination, assignment & other.

Overview of models for choosing & managing media communication systems, including issues for maximising effective communication in organisations.

**BF330 Managing the Virtual Corporation**

#10 (150 hrs/ sem)

Pre: BF100 + 130

Assessment: Examination & assignment.

Enables student to gain understanding of planning, organising, staffing & controlling issues in virtual organisations, as well as legal implications & associated policy & strategy issues.

**BF331 Advanced Qualitative Research Methods for Management**

#10 (2L1T) 2nd

Pre: BF230

Assessment: Examination & assignment.

Within an applied, managerial focus, the subject provides the student with a set of skills in designing & undertaking qualitative research. Subject material will cover at advanced level topics such as focus groups, ethnographic methodologies, grounded theory & case studies.

**BF332 Advanced Quantitative Research Methods for Management**

#10 (2L1T) 2nd

Pre: BF230

Assessment: Examination & assignment.

Within an applied, managerial focus, the subject provides the student with an advanced set of skills in designing & undertaking quantitative research. Specifically emphasises advanced issues in questionnaire design, sampling theory & use of multivariate statistical analysis.

**BF333 Applied Marketing Research**

#10 (2L1T) 1st

Pre: BF100 + 230 P: BF200 or 201
Assessment: Examination & assignment.
Within an applied, managerial focus, the subject provides the student with a set of skills in designing & undertaking marketing research, an understanding of the role of marketing research in MIS & in conceiving & implementing successful marketing programs.

BF340 Industrial Negotiation & Advocacy
#10 (3S) 2nd
Comp: BF240 or EC281 or GT120
Assessment: Assignments, negotiation exercise & examinations.
Theory & practice of negotiation & advocacy in industrial setting. Roles of tribunals & employer & union advocates in determining employment conditions. Drafting of enterprise agreements.

BF341 International Human Resource Management & Industrial Relations
#10 (2L1T) 1st
Comp: BF213 or EC281 or GT120
Assessment: Examinations & assignments.
Provides international & comparative understanding of industrial relations & HRM in selected countries. Draws out similarities & differences involved in practices of these different countries, paying particular attention to social, political & economic factors behind different outcomes.

BF342 Corporate, Management and Trade Union Strategy
#10 (2L1T)
Pre: EC281 or GT120
Assessment: Examinations & assignments.
Analysis of employment relations practices of Australian employers & trade unions. Focuses on the period since 1983, but traces developments back over several decades. Changes to roles of line managers, HR/ personnel management & trade union officers.

BF350 Business Policy & Strategy
#10 (2L1T) 1;2;Sum
Pre: BF220 + (BF230 or 231) + (EC102 or ID226)
Assessment: Examination & assignments.
Deals with key aspects of business strategy formulation & implementation, providing Australian & international perspective. Examines concepts, theories & techniques relevant to this task drawn from many disciplines.

BF351 Entrepreneurship & New Business Ventures
#10 (2L1T) 1st
Pre: BF100 P: CO111
Assessment: Assignments.
Introduces theory, practice & research in entrepreneurship & new venture creation including nature of entrepreneurs, identifying & screening new venture opportunities, preparing a business plan, assembling teams & raising finance.

BF360 Managing International Business Operations
#10 (2L1T) 1st
Pre: EC134 or (EC135 + 136) Comp: BF260
Assessment: Examinations & other.
BF361 Business Opportunities in Asia  
#10 (2L1T) 2nd  
Comp: BF260  
Assessment: Examination, test & assignment.  
Explores different business environments in Asia & provides perspective on recent & prospective developments of business significance. Areas covered include population developments to 2050, the financial crises of late 1990s, business developments in specific countries, business practices. Focuses on business opportunities.

BF363 Doing Business in the Americas & Europe  
#10 (2L1T) 2nd  
Pre: BF260  
Assessment: Examinations, assignment & case studies.  
Introduction to doing business in the Americas (North, Central & South America, including NAFTA, Andean Pact, Mercosur), & in Europe (EU, EFTA, Eastern Europe). Focuses on sociocultural contexts; business environment; organisational structures; financial aspects; implications for Australian firms.

BF390 Business Communication Project  
#10 (150 hrs/sem)  
Pre: BF121 + 221 + 231  
Assessment: Assignments.  
Requires students to conduct industry-based business communication project. Provides excellent opportunity for practical experience in this significant area.

BF399 Management Seminar*  
#10 (2C) 1:2  
Pre: BF100 + 130 + approval of Head of Dept  
Special topics are offered by academic staff or distinguished visitors.

HONOURS DEGREE SUBJECTS

BF430 Academic Research in Management (Honours)  
#10 (3L) 1st  
Pre: BF230 or equiv.  
Inc: BF873 or CO473  
Designed for BBus(Hons) students embarking on their first major research project in management & business. Covers issues & processes common to all research projects such as epistemology, research design, reviewing literature & writing a dissertation, as well as a number of specific research methods.

BF431 Advanced Management Seminars  
#10 (2C per fortnight) Year  
Attendance at & critical analysis of material presented by speakers at Department’s Seminar Program. Development of critical assessment of research in field of management.

BF480 Industry Project  
#10 1:2 (St Lucia, Ipswich)  
Inc: BF481
Industry-based project (defined to include private, public & not-for-profit organisations) in which theoretical management frameworks are applied to a practical situation under guidance of an academic staff member & a practitioner.

**BF481 Extended Industry Project**
#20 Year (St Lucia, Ipswich)
Inc: BF480
Extended industry-based project (defined to include private, public & not-for-profit organisations) in which theoretical management frameworks are applied to a practical situation under guidance of an academic staff member & a practitioner.

**BF490 Honours Thesis in Management**
#30 Year (St Lucia, Ipswich)
Independent research thesis in any relevant field of management. Research supervised by academic staff & involves application of current models to investigate challenges facing modern organisation & its leaders.

**BF491 Readings in Advanced Management**
#10 1;2 (St Lucia, Ipswich)
Inc: BF400 or 410
In-depth study of both classical & contemporary papers on topics in Management disciplines.

**BF499 Management Seminar (Honours)**
#10 (2C) 1;2
Pre: as advised by Head of Dept
Special topics offered by academic staff or distinguished visitors.

**Endnotes**
* Offered on an ad-hoc basis.
150 hrs/sem = offered at Ipswich campus.