

Electronic marketing is booming in China and Hardy He is positioning his company to cash in on the growth from his Beijing office.

The 2006 UQ Master of Business Administration graduate is the Executive Officer of online marketing company Yourzine. He said China's marketing industry was small but was tipped to grow by 30 percent each year until 2010.

Yourzine sells marketing and sales service, software and strategic advice to more than 270 customers including international clients such as IKEA, Nissan, Mazda and Nike.

Hardy said he was positioning the business

to be the top electronic marketing business in China via its next generation marketing tools for the Web and mobile phones.

Some of these marketing tools include advanced 3G video messaging, click-to-print technology and online anti-forgery tools.

"My constant goal is to provide our customers with the best, the latest and the most effective e-marketing tools and services," Hardy said.

"Therefore, I will keep pushing back the frontiers of technical and functional e-marketing propositions in China.

"Our software is available worldwide in real-time

with high-end tools to provide clear and immediate insights into the effect of e-marketing campaigns.

"The e-marketing size in the US is about \$1.3 billion. I believe today's USA is tomorrow's China."

He hopes to list Yourzine on the Nasdaq and launch its new multi-channel communication platform.

UQ's MBA graduates possess a comprehensive working knowledge of management operations; have an integrated view of contemporary Australian and international business issues; and demonstrate the communication and leadership skills essential to the management role.

GRADUATE PROFILE



BUSINESS, ECONOMICS, TOURISM & LAW

Programs in this discipline

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Why choose UQ for studies in Business, Economics, Tourism & Law?

UQ is a provider of world-class teaching, learning and research opportunities in business, economics, tourism and law and offers postgraduate programs at the University's St Lucia and Ipswich campuses.

UQ is committed to providing graduates in these disciplines with a quality education, supported by cutting-edge research and teaching techniques, to produce leaders in their field.

Teaching staff in these disciplines are recognised globally as experts in their fields. They maintain close links with the public and private sectors across the world through extensive consulting activities and by holding key positions within national and international professional bodies.

In recognition of the importance placed on international relations and the contributions international students make to the student population, the Faculty of Business, Economics and Law has established a dedicated International Relations Unit. The team is responsible for oversight of student services relating to both undergraduate and postgraduate students within the Faculty, and staff members are available to assist students during their time at UQ.

The Faculty also has a dedicated Employment Service Unit that aims to maximise student satisfaction by providing recruitment and employment information. An International Employment Services Officer within the Unit assists international students with work experience and employment information in their home countries.

Through a flexible program structure UQ will give you the knowledge and experience to further your careers or change direction altogether. By completing your studies in business, economics, tourism or law at UQ you will receive an education that will allow you to take the next step in your career.

UQ's facilities and special features include:

- > cutting-edge computing facilities with 24-hour access
- > purpose-built buildings and high-tech lecture theatres
- > a Faculty Resource Centre providing a one-stop-shop for students
- > access to one of the largest library collections in Australia, and
- > a professionally designed Moot Court which allows students to hone their law skills under simulated court conditions.

Career opportunities in this discipline

Career opportunities in the disciplines of Business, Economics, Tourism and Law are extensive and qualifications in these areas will open many doors both in Australia and internationally. Graduates secure employment in both private enterprise and government organisations in areas such as:

- > accounting and auditing
- > advertising and multimedia
- > banking and finance
- > business management
- > commerce
- > communication management
- > consulting
- > convention and conference management
- > economics and economic theory, history and policy
- > electronic business and commerce
- > employer and industry associations
- > event management
- > hospitality management
- > human resource management
- > industrial relations
- > infrastructure development and planning
- > international business
- > investment and trade
- > law
- > leisure and recreation management
- > market research
- > marketing
- > negotiation and advocacy
- > occupational health and safety
- > operations management
- > organisational communication and development
- > public relations
- > real estate and development
- > staff recruitment
- > stockbroking
- > trade unions
- > travel and tourism
- > Web design and development



Eligibility for visa

Unless otherwise specified, international students must undertake programs on campus at UQ on a full-time basis to be eligible to apply for an Australian student visa. See page 115 for more information.

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF Agribusiness

Location Gatton

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Mode Also available externally

Admission requirements Bachelor degree in any field OR applications on the basis of post-secondary study and 2 years work experience

Graduate Diploma

Duration 2 semesters full-time

Mode Also available externally

Admission requirements Bachelor degree in business, agricultural science, science or related field OR Graduate Certificate in Agribusiness

Coursework Master

Duration 3 semesters full-time

Mode Also available externally

Admission requirements A student must: (i) for the #16 program (2 semesters), hold a 4-year degree (or equivalent) in business, agricultural science, science or related field; OR (ii) for the #24 program (3 semesters), hold a 3-year degree (or equivalent) in business, agricultural science, science or related field

Program outline

Agribusiness is the study of consumers, retailers, marketers, and primary producers, and the business of keeping this chain working profitably. This program meets the needs of three groups of professionals: those working in agribusiness who wish to upgrade their management skills; those wishing to redirect their careers into agribusiness; and new graduates in either business or agricultural/rural science wishing to add to their employment prospects. Students have opportunities to enhance their knowledge, skills and practice; to develop their careers; and to deliver better and more profitable outcomes for Australian agribusiness. Students learn to locate, interpret, synthesise and apply information from a variety of sources. Graduates demonstrate a high level of specialised knowledge of agribusiness management, and business and communication skills associated with selected areas of study.

Supplementary information

Some courses are also offered in external mode, allowing students to complete the programs in external mode. Courses offered in the external mode may have residential school requirements. It is an expectation that students will have private access to a computer and the Internet. An internal student attends lectures, tutorials and practicals on campus. An external student receives instruction by mail or via the Internet.

Career opportunities

Agribusiness professionals find employment with commodity traders, financial institutions, agribusiness companies and company run farms, government instrumentalities and regional and community development agencies.

Professional memberships

Agribusiness graduates may be eligible for membership with the Agribusiness Association of Australia and New Zealand and the Australian Institute of Agricultural Science and Technology.

Contact details

International Recruitment Manager

www.uq.edu.au/international/enquiry

Phone (outside Australia) + 61 3 8676 7004

(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF Applied Law

Location St Lucia

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Admission requirements Bachelor degree in a field other than law with a GPA of at least 4.00 on a 7 point scale OR post-secondary study and at least 7 years of relevant work experience

Graduate Diploma

Duration 2 semesters full-time

Admission requirements Bachelor degree in a field other than law with a GPA of at least 4.00 on a 7 point scale OR Graduate Certificate in Applied Law with a GPA of at least 4.00 on a 7 point scale

Coursework Master

Duration 3 semesters full-time

Admission requirements Bachelor degree in a field other than law with a GPA of at least 4.00 on a 7 point scale OR Graduate Diploma in Applied Law with a GPA of at least 4.00 on a 7 point scale

Program outline

The Graduate Certificate in Applied Law (GAppLaw), Graduate Diploma in Applied Law (GDipAppLaw) and Master of Applied Law (MAppLaw) programs are designed for non-law graduates who would find some legal background useful in their careers, or who have a special interest in law, but who do not seek admission to legal practice. The GDipAppLaw and MAppLaw programs offer a general introduction to basic legal concepts and then enable students to take courses from a range of elective courses generally available to postgraduate law students. Elective courses offered reflect the research strengths of the School, namely Chinese/Australian comparative law; intellectual property law; international trade law; and litigation and dispute resolution. Students may opt to specialise in one or more of these areas. The GAppLaw offers a general introduction to basic legal concepts and additionally allows students to choose two elective courses within areas of interest from postgraduate law courses.

Supplementary information

Classes may be held at Brisbane city locations as well as the St Lucia campus.

Fields of study**Chinese/Australian Comparative Law**

(Graduate Diploma, Master only)

This field is designed to engage students interested in a detailed comparative study of

the Chinese and Australian legal systems. It is a unique offering that allows students to study a range of legal issues including investment law, property law (intellectual property, and real and personal property), and tort and contracts, as they exist in both China and Australia. In addition, students will gain expertise in the key international issues that affect these disciplines, and will have the opportunity to undertake additional electives in areas such as maritime law, international trade law, comparative constitutional law and international commercial arbitration.

Intellectual Property Law

(Graduate Diploma, Master only)

Many knowledge-based industries rely on intellectual property rights for their success. Intellectual property rights can be extremely valuable, but only if they are properly secured, maintained and commercialised. A good understanding of intellectual property law is becoming increasingly important for practitioners. Courses within this field offer a foundation in intellectual property rights and associated issues, such as commercialisation, competition law or Indigenous issues.

International Trade

(Graduate Diploma, Master only)

This field of study covers a range of issues concerning the movement of goods, services and money across national boundaries, including international transportation. Attention is given to both private law and public law pertaining to international trade.

Litigation and Dispute Resolution

(Graduate Diploma, Master only)

Students gain theoretical tools as well as practical techniques in litigation and dispute resolution procedures. The field promotes research in dispute management skills; including alternative dispute resolution, negotiation, mediation, case appraisal, and arbitration.

Career opportunities

Any profession or career which requires an element of legal expertise.

Contact details

International Recruitment Manager

www.uq.edu.au/international/enquiry

Phone (outside Australia) + 61 3 8676 7004

(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF MASTER (ADVANCED) OF Business

Location St Lucia

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR post-secondary study and at least 7 years of relevant work experience

Graduate Diploma

Duration 2 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR Graduate Certificate in Business with a GPA of at least 4.00 on a 7 point scale

Coursework Master**Duration** 3 semesters full-time**Admission requirements** Bachelor degree in any field with a GPA of at least 4.50 on a 7 point scale OR Graduate Diploma in Business with a GPA of at least 4.50 on a 7 point scale**Coursework Master (Advanced)****Duration** 4 semesters full-time**Admission requirements** Bachelor degree in any field with a GPA of at least 4.75 on a 7 point scale OR Master of Business with a GPA of at least 4.75 on a 7 point scale**Program outline**

The Master of Business program is designed for current managers seeking formal qualifications and for those aspiring to middle/senior management in relevant industries. This program allows students to gain specialist knowledge in a chosen field and accelerate careers within particular businesses, or tourism and leisure management disciplines.

The Master of Business (Advanced) program allows students to complete a research component which provides a pathway to higher research or doctorate levels. Alternatively, students may complete two fields of interest or additional advanced electives in the MBus(Adv). Students broaden their general management and leadership skills.

The Graduate Diploma in Business and Graduate Certificate of Business offer students alternative pathways to the Master of Business and Master of Business (Advanced) with specialisation in the fields of International Event Management; International Hotel Management; International Sport and Recreation Management; International Travel and Tourism Management (Stream A); or a General Business field (Stream B).

Fields of study – Stream A**International Event Management**

Event management is a new and exciting industry focusing on the many aspects of planning business, cultural or sporting events. Almost all countries are looking to either expand their existing involvement in event management or move into this area, providing tremendous employment opportunities. This field offers the necessary knowledge and skills to succeed in this industry.

International Hotel Management

This field develops a theoretical and professional understanding of the international hotel industry. Students critically evaluate the key areas of hospitality management within the context of the unique environment of the international hotel industry. Students may also undertake advanced study in hospitality management theory, and focus on service strategies and their applications in international hospitality organisations.

International Sport and Recreation Management

Historically, sport and recreation have been seen as an integral part of the Australian culture and in many ways have helped create our national identity. In recent years, sport and recreation services have become increasingly commercialised and professionalised. Governments at all levels require sporting organisations to be managed more efficiently and to provide a greater degree of accountability for public monies. This field provides effective entrepreneurial and strategic management skills, enabling graduates to succeed in this industry.

International Travel and Tourism Management

The tourism industry is the second largest industry in the world. This field equips leaders and decision-makers in the international tourism and leisure management industries, and appeals to industry personnel seeking academic qualifications in their field.

Fields of study – Stream B**Entrepreneurship***(Master, Master (Advanced) only)*

Courses are available in core competencies, marketing, international business operations, new venture management and business strategy. Students also study established areas and emerging issues in business such as corporate governance; issues effecting small business; management of virtual organisations; management of research and development; innovation and competitiveness strategies; commercialisation; and the management of biotechnology ventures.

Human Resource Management*(Master, Master (Advanced) only)*

A field of study in human resource management (HR) is concerned with the behaviour of people within organisations. The range of functions includes recruitment and selection of employees, management of performance, compensation, training and development, career support, development of teams, communication and conflict and industrial negotiation and resolution. Courses cover content knowledge in these areas and also skills and personal capabilities necessary for HR graduates to be effective practitioners within organisations.

International Business*(Master, Master (Advanced) only)*

Skills in international business are essential for the new generation of global managers in today's international marketplace. This field provides the skills to build and manage an international enterprise and examines issues pertinent to global business.

Marketing *(Master, Master (Advanced) only)*

The marketing of any business, whether profit or non-profit, is critical to its success. This field focuses on the key strategies, skills and tools required for effective marketing in today's global world. Students develop critical skills and knowledge in areas of brand management, awareness and loyalty; consumer behaviour and purchasing decisions; the synthesis of information; public relations writing; and teamwork.

Public Sector Management*(Master, Master (Advanced) only)*

This field is concerned with the management of human, financial and physical resources, public policy design and implementation, government accountability frameworks, relationships with stakeholders including ministers, business and the community, the client interface and public sector reform and renewal.

Career opportunities

Suitable for those seeking senior management positions within the fields of entrepreneurship; human resource management; international business; international event management; international hotel management; international sport and recreation management; international travel and tourism management; marketing; or public sector management.

Professional memberships

Depending on the field of study, graduates of this program may be eligible for membership with the Academy of International Business; Australian and New Zealand Academy of Management; Australian and New Zealand Association of Leisure Studies; Australian and New Zealand International Business Academy; Australian Council for Health, Physical Education and Recreation; Australian Institute of Management; Australian Institute of Travel and Tourism; Australian Marketing Institute; Festivals and Events Association; HCIMA – Hospitality, Leisure and Tourism Management Professionals; Hotel Catering and Institutional Management Association; Market Research Society of Australia; Meetings and Events

Australia; Meetings Professionals International; Sport Management Association for Australia and New Zealand.

Contact details**International Recruitment Manager**

www.uq.edu.au/international/enquiry
Phone (outside Australia) + 61 3 8676 7004
(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF Business Administration

Location St Lucia**Commencement semester** January 14 (Semester 1) and August 26 (Semester 2)**Application closing date** November 15 (Semester 1) in the year prior to enrolment and May 15 (Semester 2) in the year of enrolment**Students may also undertake a research higher degree in this discipline.***Additional program information is provided in the tables on pages 105–110**For English language proficiency requirements, please refer to pages 113–114***Graduate Certificate****Duration** 15 weeks intensive mode

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale, and at least 3 years of relevant work experience including at least one year at supervisory/management level as approved by the Executive Dean OR at least seven years of relevant work experience including at least 3 years at supervisory/management level as approved by the Executive Dean. International applicants must also complete the Graduate Management Admissions Test (GMAT) with a minimum score of 550. A student may be required to pass a qualifying examination in basic computing, written communication and basic mathematics and statistics before enrolment is approved

Graduate Diploma**Duration** 32 weeks intensive mode

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale, and at least 3 years of relevant work experience including at least one year at supervisory/management level as approved by the Executive Dean OR Graduate Certificate in Business Administration with a GPA of at least 4.00 on a 7 point scale, and at least 3 years of relevant work experience including at least 1 year at supervisory/management level as approved by the Executive Dean. International applicants must also complete the Graduate Management Admissions Test (GMAT) with a minimum score of 550. A student may be required to pass a qualifying examination in basic computing, written communication and basic mathematics and statistics before enrolment is approved

Coursework Master**Duration** 43 weeks intensive mode

Admission requirements Bachelor degree in any field with a GPA of at least 4.50 on a 7 point scale, and at least 3 years of relevant work experience including at least one year at supervisory/management level as approved by the Executive Dean OR Graduate Diploma in Business Administration with a GPA of at least 4.50 on a 7 point scale, and at least 3 years of relevant work experience including at least 1 year at supervisory/management level as approved by the Executive Dean. International applicants must also complete the Graduate Management Admissions Test (GMAT) with a minimum score of 550. A student may be required to pass a qualifying examination in basic computing, written communication and basic mathematics and statistics before enrolment is approved

Program outline

The MBA is a world-class program covering the key areas of contemporary management practice. Students undertaking this program have the opportunity to complete a Leadership Enhancement Program which runs alongside academic content and helps build upon students' existing skills. Graduates possess a comprehensive working knowledge of management operations; have an integrated view of contemporary Australian and international business issues; and demonstrate the communication and leadership skills essential to management and leadership roles. The Graduate Diploma and Graduate Certificate offer students alternative pathways to the MBA.

Supplementary information

Students enrolling in this program will undertake the unique and specifically designed assessment instrument – the “UQ Business School Leadership Capability Framework”. This program, designed and developed in-house, assesses a student's current strengths and weaknesses to benchmark current leadership capability and identify growth areas for the future.

The Leadership Capability Framework and the Leadership Enhancement Program together provide a key differentiating factor for the UQ Business School and its graduates.

The UQ Business School MBA program (including the Graduate Diploma and Graduate Certificate) has been carefully designed to ensure, not only a high quality academic experience for students, by also a well rounded curriculum that supports students' career development. The program is run in intensive mode from either late January to the end of November or from mid-August to the end of June in the following year. Orientation will be held on the Thursday and Friday preceding the start of classes for each intake. Graduate Diploma and Graduate Certificate students are included in these dates and orientation sessions.

All courses will be conducted at the Business School Downtown campus (<http://downtown.business.uq.edu.au/display/downtown>). Visit the Graduate Management Admissions Test website (www.mba.com/mba/TaketheGMAT) for details on this test.

Career opportunities

Graduates can expect to find increased employment opportunities in middle to high level management or consultancy in business including mid to large sized corporations or government agencies.

Professional memberships

Depending on fields completed, students may be eligible for membership with a number of professional associations.

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
 Phone (outside Australia) + 61 3 8676 7004
 (within Australia – Free call) 1800 671 980

MASTER OF MASTER (ADVANCED) OF Business Economics

Location St Lucia

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Coursework Master

Duration 3 semesters full-time

Admission requirements Bachelor degree in

any field with a GPA of at least 4.50 on a 7 point scale OR Graduate Diploma in Economics with a GPA of at least 4.50 on a 7 point scale

Coursework Master (Advanced)

Duration 4 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.75 on a 7 point scale OR Graduate Diploma in Economics with a GPA of at least 4.75 on a 7 point scale OR Master of Business Economics with a GPA of at least 4.75 on a 7 point scale

Program outline

The Master of Business Economics provides an in-depth knowledge of economic principles and meets the needs of decision-makers and policy advisors in business and related areas. This program does not presume prior knowledge or training in economics. It is designed for existing and aspiring middle and upper managers and develops the economic skills and problem-solving competencies necessary to deal with the management challenges of rapid change and increasing business complexity.

Students develop a critical ability in applying economics to practical and important scenarios. Diverse courses span both traditional and emerging economic fields. The program covers topics such as advanced managerial economics; regulation and competition policy; benefit/cost analysis; international industry economics; and financial markets economics. Students demonstrate their advanced understanding and skills through research reports or economic projects. Electives include natural resource and environmental economics; health economics; international trade and investment; international monetary economics; innovation and entrepreneurship; government expenditure; and taxation policy. The program produces business professionals with the multidisciplinary background required in business and lateral thinkers who are analytically strong and adaptable.

Career opportunities

Graduates can expect to find employment as economic policy advisors, business analysts and consultants, resource economists, project analysts or industry economists in government and private sector organisations, teachers, and economic researchers.

Professional memberships

Provided particular requirements are met, graduates of the Business Economics suite can seek membership of professional economics associations, including The Economic Society of Australia.

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
 Phone (outside Australia) + 61 3 8676 7004
 (within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF MASTER (ADVANCED) OF Commerce

Location St Lucia

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR post-secondary study and at least 7 years of relevant work experience

Graduate Diploma

Duration 2 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR Graduate Certificate in Commerce with a GPA of at least 4.00 on a 7 point scale OR post-secondary study and at least 7 years of relevant work experience

Coursework Master

Duration 3 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.50 on a 7 point scale OR Graduate Diploma in Commerce with a GPA of at least 4.50 on a 7 point scale

Coursework Master (Advanced)

Duration 4 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.75 on a 7 point scale OR Graduate Diploma in Commerce with a GPA of at least 4.75 on a 7 point scale OR Master of Commerce with a GPA of at least 4.75 on a 7 point scale

Program outline

The Master of Commerce covers core competencies in accounting, finance, information systems and e-commerce. This innovative program is designed for people in middle to senior management who are looking for further knowledge in their chosen careers. Graduates in other fields have the opportunity to change career directions through quality courses leading to professional qualifications in the fields of applied finance, electronic commerce, information systems or professional accounting. Students may major in one of four fields of expertise or study a general commerce program. Students may also complete two fields of interest or additional advanced electives in the Master of Commerce (Advanced) program. This may include a research component which provides a pathway to higher research or doctorate levels. The Graduate Diploma and Graduate Certificate offer students alternative pathways to the Master of Commerce and Master of Commerce (Advanced).

Fields of study

Applied Finance

(Master, Master (Advanced) only)

Students undertake courses in financial management; portfolio management; and corporate finance principles including risk assessment and business statistics.

Electronic Commerce

(Master, Master (Advanced) only)

Students develop skills in the electronic commerce environment. Courses cover electronic commerce systems and infrastructure; e-commerce security; cross-jurisdiction issues; and the management of virtual organisations. This field is particularly suited to students with an interest in online commerce, the Internet and new technologies.

Information Systems

(Master, Master (Advanced) only)

This field is designed for students who wish to obtain education and in-depth training in the analysis, design, implementation and maintenance of computer systems. Courses facilitate the development of information systems skills in a business environment. Students undertake courses in managing information systems; decision support systems and application databases; as well as system analysis, design, control and audit. Students also gain the skills to design, develop and manage computer applications involving accounting data.

Professional Accounting

(Master, Master (Advanced) only)

Courses allow students to develop the skills

necessary to practice in the accounting profession. Students complete the field of study and use their electives to study the necessary prerequisites for associate membership of the key Australian accounting professional bodies: Certified Practising Accountants (Australia); and the Institute of Chartered Accounts in Australia.

Career opportunities

Graduates of the Master of Commerce (Professional Accounting) program will be able to find employment as qualified accountants. Other graduates find employment opportunities in the areas of banking and finance, funds management, stockbroking, auditing, electronic retailing, and management consulting.

Professional memberships

Graduates of the Master of Commerce and Master of Commerce (Advanced) programs are expected, subject to completion of required courses, to be eligible for membership to the Australasian Institute of Banking and Finance; Australian Computer Society (up for renewal); Association of Certified Chartered Accountants; Certified Practising Accountants Australia; Chartered Secretaries Australia; Institute of Chartered Accountants in Australia.

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
Phone (outside Australia) + 61 3 8676 7004
(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF Economics

Location St Lucia

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR relevant work experience for those students intending to progress to the Master of International Economics and Finance or Master of Business Economics

Graduate Diploma

Duration 2 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale for those students intending to progress to the Master of International Economics and Finance or Master of Business Economics OR Graduate Certificate in Economics with a GPA of at least 4.00 on a 7 point scale

Coursework Master

Duration 4 semesters full-time

Admission requirements Bachelor of Economics with a GPA of at least 4.50 on a 7 point scale OR Graduate Diploma in Economics with a GPA of at least 4.50 on a 7 point scale. Students entering the Master of Economics with a Graduate Diploma in Economics must have gained entry to the Graduate Diploma in Economics or Graduate Certificate in Economics with a Bachelor of Economics

Program outline

The Master of Economics program is specifically designed to strengthen and extend the knowledge of students with significant economic backgrounds gained from

undergraduate study. Students or working professionals seeking to specialise in economic analysis and decision-making develop a high level of economic proficiency. The program offers advanced training in econometrics, and microeconomic and macroeconomic analysis. Students also undertake research sufficient to provide entry to the PhD program and will develop vital research reporting skills necessary to be effective as economists, analysts and advisors in the private and public sectors.

This program also allows the exploration of other relevant fields of interest. Electives are available in areas such as environmental economics, natural resource economics, health economics and economic development. Obtaining a higher qualification in economics is a career investment. Analytical ability, critical thinking and logic are highly valued commodities, and graduates of this program have the ability to succeed in a dynamic and an increasingly competitive environment. Courses develop knowledge in core economic principles and applications, while electives focus on specific areas, including international trade; environmental and natural resource management; health; public sector management; business economics; and economic modelling.

Career opportunities

Graduates can expect to find work in government agencies. They may also find employment in the private sector, including banks, consultancy companies, utilities, international agencies, insurance companies and the finance industry.

Professional memberships

Provided particular requirements are met, graduates can seek membership of professional economics associations, including the: International Association of Economists; Australasian Association of Agricultural and Resource Economics; and Economic Society of Australia.

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
Phone (outside Australia) + 61 3 8676 7004
(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF MASTER (ADVANCED) OF Health Economics

Location St Lucia

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR relevant work experience

Graduate Diploma

Duration 2 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR Graduate Certificate in Health Economics with a GPA of at least 4.00 on a 7 point scale. Students wishing to commence on a full-time basis in first semester of any year are required to have completed a course

equivalent to Intermediate Microeconomics in their bachelor degree program. See also supplementary information

Coursework Master

Duration 3 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.50 on a 7 point scale OR Graduate Diploma in Health Economics with a GPA of at least 4.50 on a 7 point scale. See also supplementary information

Coursework Master (Advanced)

Duration 4 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.75 on a 7 point scale OR Graduate Diploma in Health Economics with a GPA of at least 4.75 on a 7 point scale OR Master of Health Economics with a GPA of at least 4.75 on a 7 point scale. See also supplementary information

Program outline

This program provides graduate training in all aspects of health economics, meeting the clear need for comprehensive programs in Australia and internationally. A joint initiative of UQ's School of Economics and School of Population Health, this program is designed for people intending to work in the health sector. This program is accessible to those with undergraduate qualifications in economics or other disciplines. Clearly defined academic streams ensure all students have the necessary skills and knowledge to succeed in this program, regardless of academic backgrounds.

The program offers students the opportunity to develop strong analytical skills and is a qualification which may further career opportunities in national and international health agencies. This highly specialised program provides critical insight into the complex economic issues in health sector administration, and the economic impacts of decisions. Students may take courses in analytical techniques, including advanced applied econometrics, public economics, pharmoeconomics, health finance, epidemiology, business and economic decision techniques, burden of disease analysis, mortality analysis and health and economic development.

Supplementary information

Some elective courses are offered at UQ's Herston location.

Fields of study

Economic Evaluation (Master, Master (Advanced) only)

This field is relevant for those wishing to acquire specialised techniques of economic evaluation of health care interventions. In particular, students will learn the advantages and disadvantages associated with cost-effectiveness, cost-utility and cost-benefit analysis.

Health and Development

(Master, Master (Advanced) only)

This field focuses on the interrelationships between health interventions and economic and social development. Themes covered include demographic, epidemiological, and nutritional transitions and the social, economic and cultural components of development and poverty and their specific interactions with disease and fertility. Students also gain an understanding of the determinants of health and disease, health improvement in the international context, and the organisations working in international health and their strengths and weaknesses.

Career opportunities

Graduates can expect to find employment as health economics managers in pharmaceutical companies, health departments, private health facilities or government and development agencies.

Professional memberships

Graduates may seek membership of the following professional associations: the American Society of Health Economists; Australian Health Economics Society; Economic Society of Australia; Health Economics Study Group, UK; and International Health Economics Association.

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
Phone (outside Australia) + 61 3 8676 7004
(within Australia – Free call) 1800 671 980

MASTER OF MASTER (ADVANCED) OF International Economics and Finance

Location St Lucia
Commencement semester 1, 2
Application closing date Refer to page 116
Students may also undertake a research higher degree in this discipline.
Additional program information is provided in the tables on pages 105–110
For English language proficiency requirements, please refer to pages 113–114

Coursework Master

Duration 3 semesters full-time
Admission requirements Bachelor degree in any field with a GPA of at least 4.50 on a 7 point scale OR Graduate Diploma in Economics with a GPA of at least 4.50 on a 7 point scale

Coursework Master (Advanced)

Duration 4 semesters full-time
Admission requirements Bachelor degree in any field with a GPA of at least 4.75 on a 7 point scale OR Graduate Diploma in Economics with a GPA of at least 4.75 on a 7 point scale OR Master of International Economics and Finance with a GPA of at least 4.75 on a 7 point scale

Program outline

Globalisation is rapidly changing the scope and nature of international business and trade, and business success is highly dependant on the ability to understand and respond to economic issues and forces. Designed for students from any academic discipline, this program advances understanding of economics across business and the public sector. Students develop specialised knowledge of the extensive implications and opportunities arising from the process of international economic and financial integration.

The program is founded upon a platform of microeconomics, macroeconomics and statistics, and shows how economic principles may be applied to issues in the international economy. Electives and a research report enable students to focus on their specific needs and interests. Graduates of this program possess a qualification with critical skills and competencies required in commercial enterprises; financial and investment operations; government departments; and development-related organisations. This qualification positions working professionals for advancement.

Career opportunities

Employment opportunities exist in the finance and banking industry, government, consultancy firms, and stockbroking and research organisations.

Professional memberships

Provided particular requirements are met, graduates of the international economics and finance suite can seek membership of professional economics associations, including The Economic Society of Australia.

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
Phone (outside Australia) + 61 3 8676 7004
(within Australia – Free call) 1800 671 980

MASTER OF MASTER (ADVANCED) OF Laws

Location St Lucia
Commencement semester 1, 2
Application closing date Refer to page 116
Students may also undertake a research higher degree in this discipline.
Additional program information is provided in the tables on pages 105–110
For English language proficiency requirements, please refer to pages 113–114

Coursework Master

Duration 2 semesters full-time
Admission requirements Bachelor of Laws with a GPA of at least 4.00 on a 7 point scale OR barrister or solicitor of 3 years standing OR approved equivalent qualification

Coursework Master (Advanced)

Duration 3 semesters full-time
Admission requirements Bachelor of Laws with a GPA of at least 4.50 on a 7 point scale OR barrister or solicitor of 3 years standing OR approved equivalent qualification

Program outline

The Master of Laws (LLM) and Master of Laws (Advanced) (LLM(Adv)) provide law graduates with the opportunity to further enhance their theoretical and practical expertise through advanced legal and interdisciplinary courses. Courses offered reflect the research strengths of the TC Beirne School of Law, namely Chinese/Australian comparative law; intellectual property law; international trade law; and litigation and dispute resolution. Students may opt to specialise in one or more of these areas.

Supplementary information

Classes may be held at Brisbane city venues and interstate locations as well as the St Lucia campus.

Fields of study

Chinese/Australian Comparative Law

This field is designed to engage students interested in a detailed comparative study of the Chinese and Australian legal systems. It is a unique offering that allows students to study a range of legal issues including investment law, property law (intellectual property, and real and personal property), and tort and contract, as they exist in both China and Australia. In addition, students will gain expertise in the key international issues that affect these disciplines, and will have the opportunity to undertake additional electives in areas such as maritime law, international trade law, comparative constitutional law and international commercial arbitration.

Intellectual Property Law

Many knowledge-based industries rely on intellectual property rights for their success. Indeed, intellectual property rights can be extremely valuable, but only if they are properly secured, maintained and commercialised. A good understanding of intellectual property law is increasingly important for practitioners. Courses within this field offer a foundation in intellectual property rights and associated issues, such as commercialisation, competition law or Indigenous issues.

International Trade

This field of study covers a range of issues concerning the movement of goods, services and money across national boundaries, including international transportation. Attention is given to both private law and public law pertaining to international trade.

Litigation and Dispute Resolution

Students gain theoretical tools as well as practical techniques in dispute resolution procedures. This field promotes research in dispute management skills, including alternative dispute resolution, negotiation, mediation, case appraisal and arbitration.

Career opportunities

Graduates of postgraduate law programs generally work as specialists within the legal profession.

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
Phone (outside Australia) + 61 3 8676 7004
(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF Project Management

Location St Lucia
Commencement semester 1
Application closing date Refer to page 116
Students may also undertake a research higher degree in this discipline.
Additional program information is provided in the tables on pages 105–110
For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time
Admission requirements Bachelor degree in any field and 2 years relevant work experience, usually comprising sustained equivalent full-time employment in a setting involving producer or customer contact, quality elements and individual or group decision-making

Graduate Diploma

Duration 2 semesters full-time
Admission requirements Bachelor degree in any field and 2 years relevant work experience, usually comprising sustained equivalent full-time employment in a setting involving producer or customer contact, quality elements and individual or group decision-making, OR Graduate Certificate in Project Management

Coursework Master

Duration 3 semesters full-time
Admission requirements Bachelor degree in any field and 2 years relevant work experience, usually comprising sustained equivalent full-time employment in a setting involving producer or customer contact, quality elements and individual or group decision-making, OR Graduate Diploma in Project Management

Program outline

Project management is the discipline of organising and managing resources in such a way that they deliver all the work required to complete a project within defined scope, time, cost and quality constraints within acceptable levels of risk. Project managers can be found in all industries. The postgraduate programs in project management at The University of Queensland are based on the nine, core knowledge areas of the international institutes of project management. Students are introduced to the principles and applications of project management in asset and operations

mode. They also have the option to undertake an industry mentored research project. Graduates of the program demonstrate a strong understanding of the background, principles and applications of project management.

Supplementary information

The majority of courses are offered late afternoon/early evening, with some courses offered in intensive mode.

Career opportunities

Graduates of this program will have obtained a qualification which can enhance their employment prospects in the field of project management.

Professional memberships

Graduates of this degree may be eligible for membership with the Australian Institute of Project Management.

Additional cost

Some courses may incur additional costs (eg, field trips).

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
Phone (outside Australia) + 61 3 8676 7004
(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF Technology and Innovation Management

Location St Lucia

Commencement semester 1

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Admission requirements Bachelor degree in a business related or other field (eg, architecture, urban and regional planning). Applications on the basis of post-secondary study and work experience in areas related to real estate and development will be individually assessed

Graduate Diploma

Duration 2 semesters full-time

Admission requirements Bachelor degree in business related or other field (eg, architecture, urban and regional planning) OR Graduate Certificate in Property Studies

Coursework Master

Duration 3 semesters full-time

Admission requirements Bachelor degree in business related or other field (eg, architecture, urban and regional planning) OR Graduate Diploma in Property Studies OR Graduate Certificate in Property Studies. The Graduate Certificate in Property Studies (Rural) is not an acceptable entry qualification

Program outline

Graduates of the postgraduate property studies programs have a competent knowledge and understanding of the business environment; its relevance to real estate and development; the valuation aspects of real estate and development; and the key property sectors. They possess skills in critical evaluation and innovation, problem identification, analysis and decision-making; and communicate effectively in terms of verbal, written and graphic presentations.

Supplementary information

The Graduate Certificate is a bridging program for students who do not meet the requirements for direct entry to the Graduate Diploma and therefore credit cannot be granted for the Graduate Certificate. Credit is offered in this program for the Graduate Diploma in Property Studies. Students entering the Masters must first consult the Program Coordinator to discuss individual program progression. The majority of courses are offered late afternoon/early evening.

Career opportunities

Graduates of this program obtain a qualification which enhances their employment prospects in the areas of finance, forecasting, valuation, asset management, marketing and sales in the property industry.

Professional memberships

Graduates of this degree may be eligible for membership with the Australian Property Institute and Royal Institution of Chartered Surveyors.

Contact details

International Recruitment Manager
www.uq.edu.au/international/enquiry
Phone (outside Australia) + 61 3 8676 7004
(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN Research Commercialisation

Location St Lucia

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR post-secondary study and 7 years relevant work experience

Program outline

This program is designed for students in all fields of study to develop knowledge and skills in commercialisation of research. It examines the fundamentals of the commercialisation process including the innovation process and the contribution of commercialisation to economic and social development. These fundamentals, and the context of commercialisation (including the role of the University and the methods used to commercialise research) are explored.

The broad aim of the program is to understand and promote the commercialisation of research in industry, both in public and private sector organisations thereby improving business productivity and global competitiveness. Skills are developed to help students in all disciplines to access the power of commercialisation, research, technology and new product/service development.

Supplementary information

The minimum enrolment in a course is 10 students, with a maximum of 30 students.

Contact details

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(within Australia – Free call) 1800 671 980

GRADUATE CERTIFICATE IN GRADUATE DIPLOMA IN MASTER OF Technology and Innovation Management

Location St Lucia

Commencement semester 1, 2

Application closing date Refer to page 116

Students may also undertake a research higher degree in this discipline.

Additional program information is provided in the tables on pages 105–110

For English language proficiency requirements, please refer to pages 113–114

Graduate Certificate

Duration 1 semester full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR post-secondary study and at least 7 years of relevant work experience

Graduate Diploma

Duration 2 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.00 on a 7 point scale OR Graduate Certificate in Technology and Innovation Management with a GPA of at least 4.00 on a 7 point scale

Coursework Master

Duration 3 semesters full-time

Admission requirements Bachelor degree in any field with a GPA of at least 4.50 on a 7 point scale OR Graduate Diploma in Technology and Innovation Management with a GPA of at least 4.50 on a 7 point scale

Program outline

Innovation and technology are key drivers of competitive advantage in today's global knowledge economy. Harnessing this advantage requires highly developed specialist skills in technology and innovation management. This program builds on previous tertiary qualifications or relevant work experience. Students gain the knowledge and skills to effectively manage innovation and technology in both public and private sector organisations.

The broad aim of the program is to understand, integrate and promote the management of technology in industry, thereby improving business productivity and global competitiveness. Students develop the skills and knowledge to access the power of innovation, technology, research, new product/service development and commercialisation in their organisations. The Graduate Diploma and Graduate Certificate offer students alternative pathways to the Master of Technology and Innovation Management.

Fields of study

Biotechnology (Master only)

Biotechnology is a key emerging technological field. Courses explore the important characteristics of these technologies; the management of innovation and commercialisation; and the establishment of new ventures in biotechnology industries.

Career opportunities

Our courses are tailored to give the edge to senior managers and professionals who need to keep ahead of technological change in a fiercely competitive world. The broad aim of the program is to understand, integrate and promote the management of technology in industry, thereby improving business productivity and global competitiveness.

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