

# BUSINESS, ECONOMICS, TOURISM AND LAW



*“The assignment in my course ‘Advertising Management’ helped me a lot to enhance my learning experience. It is a huge group project and we have to develop a campaign for a company including every single aspect, from storyboard to costs, evaluation etc. This assignment helped me a lot to understand the basics of marketing and also improved my skills in working in groups.”*

NADJA PAWLIK, GERMANY  
(STUDY ABROAD STUDENT)

## Law students

Students who are currently enrolled in a law program at their home institution are eligible to take law courses at UQ.

Students should select their courses from the course lists available on the UQ School of Law website (current student's section) at [www.law.uq.edu.au](http://www.law.uq.edu.au). Course selections will be assessed by the School of Law on a case-by-case basis.

## FEATURED COURSES

### Foundation of Marketing

#### MKTG1501

MKTG1501 provides students with an introduction to the field of marketing. The course focuses on the role of marketing and its importance in contemporary organisations and society. During the semester we will critically explore marketing principles, concepts and models from a practical perspective. You will have the opportunity to apply this theory through the analysis of a variety of real-world examples directed at amplifying your understanding of how marketing concepts are used.

### Introduction to Human Resource Management

#### MGTS2604

Human Resource Management (HRM) is about the deployment of people in organisations; it is about the policies, functions and practices that are designed to attract, motivate and retain employees for organisational success. This course will introduce students to the field of HRM, to the theories and approaches, concepts and techniques that are employed in best practice organisations. Understanding the significance, breadth and dynamic nature of the field is necessary for sound professional HRM practice by Human Resource professionals and by general managers.

### Festivals and Special Events

#### EVNT2000

Festivals and special events have become strong demand generators. They play a significant role in, and make a considerable contribution to, the Australian economy. Consequently, there is increasing interest in understanding the impact and legacy of festivals and special events to economic and social life. This course is an introduction to the international event industry and gives you the opportunity of building knowledge and skills to progress further in this field of study.

### Political Economy and Comparative Systems

#### ECON1100

ECON1100 helps students develop an overview of economics and an appreciation of a range of contemporary issues on which economists have something important to say. Three broad schools of thought may be identified in the economics literature: the neoclassical orthodoxy, institutionalist economists both 'old' and 'new', and the radical economists and political economists who advocate fundamental changes. ECON1100 sets out to consider the underpinnings and limits of each of these

three perspectives. Some of the connections between philosophy of science, political philosophy and economic policy are explored.

### Economics of Innovation and Entrepreneurship

#### ECON2540

This course introduces the economics of entrepreneurship and innovation through the lens of evolutionary economics and information economics. Students will become familiar, through a mix of theory and case studies, with both the major characteristics of innovation and key aspects of the nature of entrepreneurship. These concepts, as well as public policy issues, will be explored within the context of the on-line, globalised, digital, knowledge-based economy. While the focus is on Australia, U.S. and other OECD countries, developing country contexts are also considered.

## OTHER COURSES

The table below lists other popular courses in this area available to Study Abroad and Exchange students. A full list of courses can be found on UQ's Courses and Programs website at [www.uq.edu.au/study](http://www.uq.edu.au/study)

UQ CODE	COURSE NAME
FINM3403	International Financial Management
FINM3402	Investments and Portfolio Management
MGTS2603	Leading and Managing People
MKTG2501	Consumer Behaviour
MGTS1601	Organisational Behaviour
ECON2060	Evolutionary Economics
ECON3430	Managerial Economics
HOSP1005	Tourism, Leisure, Hospitality: Principles
EVNT2001	Event Sponsorship and Fundraising
FINM2401	Financial Management
ECON3510	International Trade Theory and Policy
MGTS1301	Introduction to Management
ACCT1101	Accounting for Decision Making
ECON1110	Australia Economic Institutions
IBUS2301	International Business Management
ECON2300	Introductory Econometrics
ECON1010	Introductory Microeconomics
IBUS3309	Managing Across Cultures
FINM1401	Personal Wealth Management
ECON1120	The Economics of Social Issues

#### NOTES

- Course information is correct as at April 2010 and may change in 2011. Please refer to [www.uq.edu.au/study](http://www.uq.edu.au/study) for current information.
- Whilst all listed courses are available to Study Abroad and Exchange students, some will require Faculty/School approval, as relevant previous study is required.