GRiffith Business School Board Agenda 2/2012
Friday 20 April 2012

Griffith Business School seeks to excel as a provider of high quality, cross-disciplinary and internationally relevant business and public policy education and research, emphasising the relationship between business and society in promoting sustainable enterprises and communities.

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Significant Committee Events

- The next meeting of the Griffith Business School Board will be held on Friday, 25 May 2012 via videoconference in Room -1.18, Business 2 Building (N72), Nathan campus; Room 1.04, The Chancellery Building (G34), Gold Coast campus; and Room 2.27, Information Services Building (L03), Logan campus.

Committee TeamPlace Web Address


- Use the left navigation bar to select the relevant committee site. Username is your staff number preceded by an s and password is the same as your Novell login. Call the Secretary on extension 56408 for advice or if experiencing difficulties.
DISTRIBUTION LIST

Griffith Business School Board Members

Professor Marie Wilson, Dean (Academic) (Chair)
Professor Michael Powell, Pro Vice Chancellor (Business) (ex officio)
Deans (appointed by the Group Pro Vice Chancellor)
Professor Graham Cuskelly, Dean (Research)
Professor Lorelle Frazer, Dean (Learning and Teaching)
Professor Chris Auld, Dean (International)
Heads of Departments Directly Associated With the Faculty (ex officio)
Professor Christine Smith, Department of Accounting, Finance and Economics
Associate Professor Michael Barry, Department of Employment Relations and Human Resources
Associate Professor Martin Griffiths, School of Government and International Relations
Professor Leong Liew, Department of International Business and Asian Studies
Professor Debra Grace, Department of Marketing
Professor James Skinner, Department of Tourism, Leisure, Hotel and Sport Management
Deputy Heads/ Discipline Heads of Departments Directly Associated With the Group (appointed)
Associate Professor John Sands, Department of Accounting, Finance and Economics
Associate Professor Eduardo Roca, Department of Accounting, Finance and Economics
Professor Ross Guest, Department of Accounting, Finance and Economics
Professor Glenda Strachan, Department of Employment Relations and Human Resources
Dr Peter Tatham, Department of International Business and Asian Studies
Dr Marie-Louise Fry, Department of Marketing
Associate Professor Laura Lawton, Department of
Dr Anoop Patar, Department of Tourism, Leisure, Hotel and Sport Management

Research Centre Representative (appointed)
Professor Beverley Sparks, Director, Centre for Tourism, Sport and Service Innovation
Professor Peter Jordan, Deputy Director, Centre for Work, Organisation and Wellbeing
Professor Jason Sharman, Director, Centre for Governance and Public Policy
Professor Andrew O’Neill, Director, Griffith Asia Institute
Invited (for Audience and Debate)
Dr Campbell Fraser, Director of Undergraduate Studies
Ms Kimberley Cotterell-Anderson, Griffith Business School
Ms Lisa Cotterell, Griffith Business School

Information Copies
(without attachments unless stated)
Griffith Business School
Group Resource Manager, Business
Human Resource Manager, Business
Marketing Manager, Business
Business Development Management, Business, Griffith Enterprise
Communications Officer, Business and Law
Deans’ and Heads of Departments’ Secretaries, Griffith Business School
Program Service Officers, Griffith Business School
Credit Transfer and Articulations Manager, Student Administration
Client Administration Officers, Student Administration
Centre Coordinators, Griffith Grad Research School

Other Copies
Binding (Corporate Archives and Records Management) copy (attachments)
Spare copy
GRiffith University

GRiffith Business School Board

The 2/2012 meeting of the Griffith Business School Board will be held on Friday, 20 April 2012, commencing 9:30am via videoconference in Room -1.18, Business 2 Building (N72), Nathan campus; Room 1.04, The Chancellery Building (G34), Gold Coast campus; and Room 2.27, Information Services Building (L03), Logan campus.

Kate Rees
Secretary

AGENDA

1.0 APOLOGIES

1.1 Apologies may be recorded by contacting the Secretary on extension 56408, or by emailing K.Rees@griffith.edu.au

1.2 Apologies have been received from Professor Marie Wilson, Professor Graham Cuskelly, Professor Glenda Strachan, Profess Ross Guest, Professor Jason Sharman, Associate Professor Laura Lawton, Dr Peter Tatham and Ms Kimberley Cotterell-Anderson.

2.0 CONFIRMATION OF MINUTES

2.1 The minutes of the 1/2012 meeting have been circulated.

To be taken as read and confirmed

3.0 CHAIR’S REPORT

3.1 Professor Marie Wilson, Dean (Academic), GBS is unable to attend the meeting. There are no matters to report.

4.0 PRO VICE CHANCELLOR’S (BUSINESS) REPORT

4.1 Professor Michael Powell, Pro Vice Chancellor (Business) and Acting Chair will provide a report at the meeting.

5.0 DEAN’S (LEARNING AND TEACHING) REPORT

5.1 Professor Lorelle Frazer, Dean (Learning and Teaching), GBS will provide a report at the meeting.

6.0 DEAN’S (RESEARCH) REPORT

6.1 Professor Graham Cuskelly, Dean (Research) is unable to attend the meeting. There are no matters to report.

7.0 DEAN’S (INTERNATIONAL) REPORT

7.1 Professor Chris Auld, Dean (International) has provided a written report.

8.0 HEADS OF DEPARTMENT/SCHOOL REPORT

8.1 There are no matters to report.
9.0 MARKETING AND COMMUNICATIONS REPORT

9.1 Ms Rachel Christie, Marketing Manager, Business and Ms Helen Wright, Communications Office, Business/Law have prepared written reports for noting.

10.0 OCCUPATIONAL HEALTH AND SAFETY REPORT

10.1 The Secretary of the GBS Health and Committee has provided a written report, below.

10.2 GBS had some great health and safety outcomes during 2011 including the completion of training of all its nominated Local Health and Safety Contacts; excellent results from internal health and auditing of its two largest departments; and continuation of the popular Safe Driver Training being offered to all GBS staff. Another session will be arranged for Semester 2, 2012. We will also be arranging workshops/information sessions on matters such as diet, exercise, nutrition, time management and dealing with stress.

Slips, trips and falls are still the major cause of injury for GBS staff. In particular the East Path has resulted in a number of instances. As such, a Safety Alert (see Attachment 10.1) has been issued. Campus Life will investigate appropriate controls to improve this area.

At the 29 March H&S Committee Meeting, members welcomed the new Student Representative, Ms Evelyn Sen and plan to call for Gold Coast campus academic staff interested in becoming members.

GBS will be joining the Global Corporate Challenge as an incentive for encouraging staff well-being and team building and will sponsor registration for interested staff who complete their mandatory Basic Health and Safety and Fire Safety online training modules.

10.3 Attached for noting are the draft minutes of the 1/2012 Health and GBS Safety Committee (see Attachment 10.2).

11.0 SUSTAINABILITY REPORT

11.1 The GBS Sustainability Working Group has been provided a written report, below.

11.2 The 01/2012 meeting of the GBS Sustainability Working Group welcomed Dr Nick Barter as its Chair. We also thanked and farewelled Brett Sharman, wishing him all the best with his move to Canada. It is anticipated that a replacement will be recruited to continue to promote sustainability activities throughout GBS. Achievements in 2011 include:

- Establishment of a dedicated role to look at sustainability
- Establishment of a working group
- Created Sustainability Plan
- Adding sustainability as a standing agenda item on Centre and Department meetings
- GBS H&S Operational Plan includes sustainability
- 60% staff are involved in the eco-office program with 100% invited to join – encouraging office recycling, turning off lights and computers
- Composting program started
- Website information progressing
- Including sustainability in Business Buzz part school wide communications
- Generating discussion around sustainability
- GBS involved in activities – world environment day, started up clean up Australia day, ride to work day, text book fairs, innovation challenge

www.griffith.edu.au/committees
• Having articulated activities relating to sustainability included in the GBS Operational Plan
• The GBS Sustainability Working Group will work with the new recruit to strengthen our commitment to sustainability initiatives during 2012.

ORDERING OF THE AGENDA

At this point in the agenda, members may propose that any matter on the agenda, not included in Section I, be so included.

SECTION I: MATTERS FOR DEBATE AND DECISION

12.0 QUALITY AND ACCREDITATION ISSUES

12.1 Professor Michael Powell, Pro Vice Chancellor (Business) will provide an update on AACSB maintenance of accreditation.

For discussion

13.0 PROPOSED CHANGE OF NAME: CENTRE FOR TOURISM, SPORT AND SERVICE INNOVATION

13.1 The Griffith Business School Board is asked to consider a proposal to change the name of the Centre for Tourism, Sport and Service Innovation. Professor Beverley Sparks, Centre Director, will speak to this item.

13.2 In 2011, the management group of the Centre for Tourism, Sport and Service Innovation (TSSI) resolved to change the Centre’s name to Centre for Tourism, Sport and Services Research. This was based on the view that service research was a more accurate reflection of what the marketing members of the Centre contribute. The service innovation tag is not really reflective of the research output.

13.3 The proposal to change the Centre’s name will be forwarded to the Deputy Vice Chancellor (Research) for consideration at Research Committee and then Academic Committee.

Recommendation:

13.4 The Griffith Business School Board is asked to provide in principle support for the proposal to change the name of the Centre for Tourism, Sport and Service Innovation to Centre for Tourism, Sport and Services Research.

For discussion

14.0 GRIFFITH BUSINESS SCHOOL GUIDELINES FOR ASSESSMENT

14.1 The Griffith Business School Board is asked to consider and provide feedback on Attachment 14.1 GBS Assessment Guidelines. Professor Lorelle Frazer, Dean (Learning and Teaching) will speak to this item.

14.2 This document has been updated in line with the revised University Assessment Policy. In particular, procedures around consensus moderation have been streamlined.

For discussion

15.0 FIVE YEAR PROGRAM REVIEW

5226/5228 MASTER OF MARKETING PROGRAM SUITE
15.1 The Griffith Business School Board, on the recommendation of the 1/2012 Learning and Teaching Committee (GBS), is asked to consider Attachment 15.1 Five Year Program Review: Master of Marketing program suite. Professor Debra Grace, Head, Department of Marketing will speak to this item.

15.2 All university programs are subject to a five year program review for the purpose of continuous improvement, benchmarking, curriculum renewal and reaccreditation. An overview of the GBS review process is as follows:

- A briefing paper is prepared by the Program Director in consultation with relevant Heads and the Dean.
- A review team comprising the Chair, Program Director, Head of Dept (or rep), industry representative and the Program Service Officer considers the briefing paper and prepares a report for consideration by the GBS Board.
- The Program Director develops an implementation plan for the consideration of GBS Board, then Programs Committee.

15.3 Pursuant to this process, the Review Committee’s report is attached for consideration. Section 4 outlines the Review Committee’s recommendations for change. Briefing papers for each program are included as appendices.

Recommendation:

15.4 The Griffith Business School Board is asked to approve the Review recommendations for change as outlined in Attachment 15.1 Five Year Review: Master of Marketing program suite.

For discussion

16.0 NEW PROGRAM PROPOSAL (#2012/0012007)

3275 GRADUATE CERTIFICATE IN RESEARCH STUDIES (BUSINESS) – EXIT POINT ONLY

4160 GRADUATE DIPLOMA OF RESEARCH STUDIES (BUSINESS)

16.1 The Griffith Business School Board, on the recommendation of the 1/2012 Research and Research Education Committee (GBS) and 1/2012 Learning and Teaching Committee (GBS), is asked to consider a new Program Proposal for the 4160 Graduate Diploma of Research Studies (Business), as detailed in #2012/0012007, effective Semester 2, 2012. Professor Lorelle Frazer, Dean (Learning and Teaching) will introduce this item.

16.2 The Graduate Diploma of Research Studies (Business) will provide an alternative route for entry into a Doctor of Philosophy or a Master of Philosophy for applicants who do not possess the required qualifications or appropriate research experience for direct admission. It will replace the existing non-award 5361 Higher Degree by Research (HDR) Qualifying Program. The Graduate Diploma will be packaged with an HDR offer and on successful completion of the Graduate Diploma, students will be granted direct admission to PhD or MPhil candidature subject to fulfilling the requirements for candidature as specified in the Higher Degree Research Policy. The grade achieved will determine direct entry to either a PhD or MPhil. An exit point will be available from the Graduate Diploma for students who have completed 40CP coursework. Students will exit with a Graduate Certificate in Research Studies (Business).

16.3 Student pathways:

Students who have successfully completed the Graduate Diploma of Research Studies (Business) (and have achieved a grade point average of 5.0 or higher, with a grade of Credit in the thesis component) are eligible to articulate directly into the MPhil program in the Business School.
Students who have successfully completed the Graduate Diploma of Research Studies (Business) (and have achieved a grade point average of 6.0 or higher, with a grade of Distinction in the thesis component) are eligible to articulate directly into the PhD program in the Business School

16.4 Admission Requirements:

To be eligible for admission to the Graduate Diploma of Research Studies (Business), a student must:

• hold an undergraduate degree in a related discipline from a recognised University (or another tertiary education institution of equivalent standing) with a minimum grade point average of 5.0 (using a 7.0 point scale) over the last two years of the Bachelors degree, or

• hold a Masters degree in a related discipline from a recognised University (or another tertiary education institution of equivalent standing) with a minimum grade point average of 5.0 (using a 7.0 point scale)

The program will conform to the English language requirements for Higher Degree by Research Programs.

16.5 Program structure:

Graduate Diploma of Research Studies (Business)

This program is available at Nathan in Semester 1 and 2 Gold Coast in Semester 1.

Students must complete the following courses.

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course code</th>
<th>Course title</th>
<th>Credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sem 1 or 2</td>
<td>7010GBS</td>
<td>Research Design</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1 or 2</td>
<td>7011GBS</td>
<td>Quantitative Methods (see Note 1)</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1 or 2</td>
<td>7012GBS</td>
<td>Or Qualitative Methods</td>
<td>10</td>
</tr>
<tr>
<td>Or 7317AFE</td>
<td>Advanced Quantitative Methods and Econometrics (offered from 2013)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Sem 1 or 2</td>
<td>7013GBS</td>
<td>Research Process (see Note 1)</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1 or 2</td>
<td>8001GBS_P1</td>
<td>Research Dissertation</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1 or 2</td>
<td>8001GBS_P2</td>
<td>Research Dissertation</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1 or 2</td>
<td>8001GBS_P3</td>
<td>Research Dissertation</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1 or 2</td>
<td>8001GBS_P4</td>
<td>Research Dissertation</td>
<td>10</td>
</tr>
</tbody>
</table>

Note 1: An advanced disciplinary course may be substituted with approval of the Program Director.

Students may choose to exit with the Graduate Certificate in Research Studies (Business) upon passing a minimum of 40CP specified coursework.

Recommendation:

16.6 The Griffith Business School Board, on the recommendation of the 1/2012 Research and Research Education Committee (GBS) and 1/2012 Learning and Teaching Committee (GBS), is asked to recommend to Programs Committee a new Program Proposal for the 4160 Graduate Diploma of Research Studies (Business), as detailed in #2012/0012007, effective Semester 2, 2012.
17.0 DISCUSSION PAPER: ARE THERE TOO MANY PROGRAM CHANGES?

17.1 The Griffith Business School Board is asked to consider Attachment 17.1 Discussion Paper: Are there too many program changes? Professor Lorelle Frazer, Dean (Learning and Teaching) will speak to this item.

17.2 The discussion paper, prepared by the Head of Secretariat, outlines the amount of program change between 2009 and 2011 and its impact on the student experience in terms of enrolment, student transfers to other institutions, graduation and graduate employment. It was considered at the March 2012 Deans (Learning and Teaching) Forum. Deans were asked to report back to Programs Committee at its May meeting regarding discussions at Group Boards.

17.3 The Griffith Business School Board is asked to provide a Group response to the discussion paper, to be forwarded to the May Programs Committee meeting.

For discussion

18.0 MAJOR CHANGE PROPOSAL (#2012/0012012)

1314 BACHELOR OF BUSINESS (HONG KONG)

18.1 The Griffith Business School Board is asked to consider a Major Change Proposal affecting the 1314 Bachelor of Business (Hong Kong), as detailed in #2012/0012012, effective Semester 2 (September), 2012. Dr Campbell Fraser, Director of Undergraduate Studies will speak to this item.

18.2 Major changes are proposed to the offshore program as follows:

1. Changes to the current majors
The offshore Bachelor of Business is a ‘top-up’ program offered with the CUSCS. Students enter with 120-160CP advanced standing and complete the remaining courses to total 240CP. The majors offered offshore include Hotel Management, Marketing and Management. The offshore majors have been reviewed to align them with existing and planned changes in the onshore offerings. Students entering with 120CP advanced standing will complete 8 core courses from the major plus 4 elective courses. Students entering with 160CP advanced standing will complete 8 core courses from the major. The elective course list will be shared across each major to more effectively utilise courses in the program.

2. Introduction of Event Management Major
An examination of the gaps in the Hong Kong market, and the revised course offerings has given rise to consideration of a new major. Event Management was requested by the CUSCS.

The Event Management major equips students with professional leadership and business management skills combined with specialist knowledge of the event management industry. Students are also required to complete 250 hours of relevant industry experience in order to graduate with work ready skills and knowledge. As with the other majors offered in Hong Kong, a minimum requirement of 40 enrolments will be stipulated in the agreement. Event Management courses will be offered to other students in the program as electives. In total, GBS will be offering a reduced course load in Hong Kong.

18.3 Changes have been made to the Admission Requirements and Degree Requirements, reflective of the revised program structures. These changes are outlined in Sections 10.7 and 10.11, respectively.
18.4 The revised program structure is shown below.

**Event Management Major (120-160CP Advanced Standing)**
All students complete the following courses:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course code</th>
<th>Course title</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sem 1</td>
<td>2191HSL</td>
<td>Project Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>2192HSL</td>
<td>Evaluation and Impact Assessment</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3093HSL</td>
<td>Conference and Convention Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3097HSL</td>
<td>Sustainable Tourism Practices</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3094HSL</td>
<td>Facility and Venue Management</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3095HSL</td>
<td>Risk, Crisis and Disaster Management</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3091HSL</td>
<td>Strategy and Change: A Service Industry Approach</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3297HSL</td>
<td>Entrepreneurship in Tourism, Hospitality, Sport and Events</td>
<td>10</td>
</tr>
</tbody>
</table>

Students entering with 120CP advanced standing must also complete 40 credit points from the following courses:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course code</th>
<th>Course title</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sem 1</td>
<td>1095IB</td>
<td>Economics in Action (see Note 1)</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>1090HSL</td>
<td>Introduction to Event Management (see Note 2)</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>2094MKT</td>
<td>Consumer Psychology</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3094MKT</td>
<td>Services Marketing</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3194IB</td>
<td>Quality Management</td>
<td>10</td>
</tr>
</tbody>
</table>

Note 1: Students who have not completed a relevant Economics course in their sub-degree must complete this course.

Note 2: Students who have not completed a relevant Event Management course in their sub-degree must complete this course.

**Work-integrated learning**

Students must complete 250 hours of relevant and approved industry experience 2399HSL Industry Experience. Assistance and support for students is available through the School of Continuing and Professional Studies at the Chinese University of Hong Kong.

**Hotel Management major (120-160CP Advanced Standing)**

All students must complete the following courses:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course code</th>
<th>Course title</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sem 1</td>
<td>2298HSL</td>
<td>International Food and Beverage Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>2193HSL</td>
<td>Rooms Division Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3093HSL</td>
<td>Conference and Convention Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3294HSL</td>
<td>Financial Management for Hospitality Decision Makers</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3096HSL</td>
<td>Human Resource Management in Hotels</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3297HSL</td>
<td>Entrepreneurship in Tourism, Hospitality, Sport and Events</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3290HSL</td>
<td>Contemporary Issues and Operations Management in Hotels</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3091HSL</td>
<td>Strategy and Change: A Service Industry Approach</td>
<td>10</td>
</tr>
</tbody>
</table>

Students entering with 120CP advanced standing must also complete 40 credit points from the following courses:
### Work-integrated learning

Students must complete 250 hours of relevant and approved industry experience in the course **2399HSL Industry Experience**. Assistance and support for students is available through the School of Continuing and Professional Studies at the Chinese University of Hong Kong.

### Management major (120-160CP Advanced Standing)

All students complete the following courses:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course code</th>
<th>Course title</th>
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</thead>
<tbody>
<tr>
<td>Sem 2</td>
<td>3193EHR</td>
<td>HR Training and Development</td>
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<tr>
<td>Sem 1</td>
<td>2090EHR</td>
<td>Recruitment and Selection</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3194IBA</td>
<td>Quality Management</td>
<td>10</td>
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<tr>
<td>Sem 2</td>
<td>3193IBA</td>
<td>Corporate Social Responsibility</td>
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<tr>
<td>Sem 2</td>
<td>3094IBA</td>
<td>Inter-Cultural Management</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3197IBA</td>
<td>Management Strategy and Decision Making</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>2198IBA</td>
<td>Business Processes</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3097EHR</td>
<td>Organisation Structures and Design</td>
<td>10</td>
</tr>
</tbody>
</table>

Students entering with 120CP advanced standing must also complete 40 credit points from the following courses:

<table>
<thead>
<tr>
<th>Semester</th>
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<th>Course title</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sem 1</td>
<td>1095IBA</td>
<td>Economics in Action (see Note 1)</td>
<td>10</td>
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<tr>
<td>Sem 1</td>
<td>1090HSL</td>
<td>Introduction to Event Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>2094MKT</td>
<td>Consumer Psychology</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3094MKT</td>
<td>Services Marketing</td>
<td>10</td>
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<tr>
<td>Summer</td>
<td>3094HSL</td>
<td>Facility and Venue Management</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3096HSL</td>
<td>Human Resource Management in Hotels</td>
<td>10</td>
</tr>
</tbody>
</table>

Note 1: Students who have not completed a relevant Economics course in their sub-degree must complete this course.

### Marketing major (120-160CP Advanced Standing)

All students complete the following courses:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course code</th>
<th>Course title</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sem 1</td>
<td>2094MKT</td>
<td>Consumer Psychology</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>2095MKT</td>
<td>Market Research Analysis</td>
<td>10</td>
</tr>
<tr>
<td>Semester</td>
<td>Course code</td>
<td>Course title</td>
<td>CP</td>
</tr>
<tr>
<td>----------</td>
<td>-------------</td>
<td>--------------------------------------------------</td>
<td>----</td>
</tr>
<tr>
<td>Summer</td>
<td>3098MKT</td>
<td>Strategic Marketing Simulation</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3096MKT</td>
<td>Services Marketing</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3090MKT</td>
<td>Internet Marketing</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>3190MKT</td>
<td>Branding</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3092MKT</td>
<td>Strategic International Marketing</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3099MKT</td>
<td>Advanced Marketing Management (capstone course)</td>
<td>10</td>
</tr>
</tbody>
</table>

Students entering with 120CP advanced standing must also complete 40 credit points from the following courses:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course code</th>
<th>Course title</th>
<th>CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sem 1</td>
<td>1095IBA</td>
<td>Economics in Action (see Note 1)</td>
<td>10</td>
</tr>
<tr>
<td>Sem 1</td>
<td>1090HSL</td>
<td>Introduction to Event Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3093HSL</td>
<td>Conference and Convention Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3094IBA</td>
<td>Inter Cultural Management</td>
<td>10</td>
</tr>
<tr>
<td>Sem 2</td>
<td>3194IBA</td>
<td>Quality Management</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3094HSL</td>
<td>Facility and Venue Management</td>
<td>10</td>
</tr>
<tr>
<td>Summer</td>
<td>3096HSL</td>
<td>Human Resource Management in Hotels</td>
<td>10</td>
</tr>
</tbody>
</table>

Note 1: Students who have not completed a relevant Economics course in their sub-degree must complete this course.

Recommendation:

18.5 The Griffith Business School Board is asked to recommend to Programs Committee a Major Change Proposal affecting the 1314 Bachelor of Business (Hong Kong), as detailed in #2012/0012012, effective Semester 2 (September), 2012.

For discussion

19.0 PROPOSAL TO TRIAL TABLET COMPUTERS IN THE CLASSROOM

19.1 The Griffith Business School Board is asked to consider a proposal to trial the use of tablet computers in the classroom, as detailed in Attachment 19.1. Professor Lorelle Frazer, Dean (Learning and Teaching) will speak to this item.

19.2 It is proposed to trial the use of tablet computers in the Logan GBS Bachelor of Commerce & Bachelor of Business effective Trimester 1, 2013.

For discussion

II: MATTERS REQUIRING RATIFICATION OR EXECUTIVE ACTION

20.0 PROGRAM DIRECTOR AND FIRST YEAR ADVISOR APPOINTMENTS

20.1 The Griffith Business School Board, on the executive recommendation of the Dean (Learning and Teaching), is asked to ratify the following Program Director and First Year Advisor changes for 2012.

20.2 Associate Professor Robyn Hollander, Program Director and FYA, 1291/1292 Bachelor of Politics, Asian Studies and International Relations and associated double degrees.
20.3 Dr Nick Barter, Program Director, 5158/5159 Master of Business Administration and 5457/5458 International Master of Business Administration and associated programs.

For ratification

21.0 MINOR PROGRAM PROPOSAL (#2012/0012006)  
5158/5159 MASTER OF BUSINESS ADMINISTRATION

21.1 The Griffith Business School Board, on the executive recommendation of the Dean (Learning and Teaching), on behalf of the Chair, Griffith Business School Board, is asked to ratify a Minor Program Proposal affecting the 5158/5159 Master of Business Administration, as detailed in 2012/0012006, effective Summer Semester, 2012/2013.

21.2 The submission proposes to withdraw the Summer Semester offering of 7905AFE Corporate Finance due to low enrolments.

For ratification

22.0 MINOR PROGRAM PROPOSAL (#2012/0012008)  
1291/1292 BACHELOR OF POLITICS, ASIAN STUDIES AND INTERNATIONAL RELATIONS

22.1 The Griffith Business School Board, on the executive recommendation of the Dean (Learning and Teaching), on behalf of the Chair, Griffith Business School Board, is asked to ratify a Minor Program Proposal affecting the 1291/1292 Bachelor of Politics, Asian Studies and International Relations, as detailed in 2012/0012086, effective Semester 2, 2012.

22.2 This submission proposes changes to various course titles as a result of the review of the Department of Politics and Public Policy. Courses are offered in the Politics and Government major. Changes include:

- 1102PPP Political Institutions is to be renamed as 1102GIR/NA The Mechanics of Power.
- 2002PPP Australian Politics is to be renamed as 2002GIR Australian Politics and Government.
- 2006PPP Politics and the Media is to be renamed as Rhetoric, Spin and the Media.
- 4012PPP Political Theory is currently offered at Nathan in Semester 2. This course will be recoded to a 3rd level course 3014GIR The Problem of Justice.

For ratification

23.0 MINOR PROGRAM PROPOSAL (#2012/0012009)  
5261/5331 MASTER OF HUMAN RESOURCE MANAGEMENT

23.1 The Griffith Business School Board, on the executive recommendation of the Dean (Learning and Teaching), on behalf of the Chair, Griffith Business School Board, is asked to ratify a Minor Change proposal affecting the 5261/5331 Master of Human Resource Management, as detailed in 2012/0012009, effective Semester 1, 2012.

23.2 This submission proposes the following changes:

- 7112IBA Globalisation and Corporate Social Responsibility and 7024EHR International and Comparative HRM and ER will be added to the elective course list for both the Grad Cert and the Master of HRM to give students additional elective choice.
- 7003EHR Applied Project will be withdrawn from the Graduate Certificate in HRM, as students cannot meet the entry requirements for this course unless they have already completed this program.

For ratification

24.0 MINOR PROGRAM PROPOSAL (#2012/0012010)
5275 MASTER OF PUBLIC ADMINISTRATION

24.1 The Griffith Business School Board, on the executive recommendation of the Dean (Learning and Teaching), on behalf of the Chair, Griffith Business School Board, is asked to ratify a Minor Change proposal affecting the 5275 Master of Public Administration, as detailed in 2012/0012010, effective Semester 2, 2012.

24.2 A new elective course, 7031GIR New Directions in Policy Analysis will be introduced. The new course encapsulates core skills and perspectives that are commensurate with the needs of students working in both policy and administration areas. The proposed new course on New Directions in Policy Analysis will provide advanced techniques students can use in analysing a range of public policy problems.

For ratification

25.0 MINOR PROGRAM PROPOSAL (#2012/0012013)
5158/5159 MASTER OF BUSINESS ADMINISTRATION

25.1 The Griffith Business School Board, on the executive recommendation of the Dean (Learning and Teaching), on behalf of the Chair, Griffith Business School Board, is asked to ratify a Minor Program Proposal affecting the 5158/5159 Master of Business Administration, as detailed in 2012/0012013, effective Semester 2, 2012.

25.2 It is proposed to split the 20CP elective course 7960IBA Applied Management into two 10CP courses, 7960IBA_P1 and 7960IBA_P2. The courses will be offered in Summer and Winter semester.

For ratification

26.0 MINOR PROGRAM PROPOSAL (#2012/0012015)
5158/5159 MASTER OF BUSINESS ADMINISTRATION

26.1 The Griffith Business School Board, on the executive recommendation of the Dean (Learning and Teaching), on behalf of the Chair, Griffith Business School Board, is asked to ratify a Minor Program Proposal affecting the 5158/5159 Master of Business Administration, as detailed in 2012/0012015, effective Semester 1, 2012.

26.2 The courses 7910EHR Managing Change Through Responsible Leadership and 7012EHR Organisational Change have been deemed as incompatible. 7012EHR Organisational Change is an elective in the 2012 MBA program and an elective in the pre 2012 MBA program’s Human Resource Management specialisation. It will be withdrawn from the MBA.

For ratification

SECTION III: MATTERS FOR NOTING AND WHERE APPROPRIATE, ACCEPTANCE OF RECOMMENDATIONS

27.0 REPORTS OF SUB-COMMITTEES OF GBS BOARD
27.1 The Griffith Business School Board is asked to note the minutes from the following sub-committees:

- 1/2012 Learning and Teaching Committee
- 1/2012 Research and Research Education Committee

28.0 SURVEYING OF GRIFFITH STUDENTS AND STAFF

28.1 The University has a new policy on Surveying of Griffith Students and Staff, which is effective immediately. Policy 5.4.35 is available at http://www62.gu.edu.au/policylibrary.nsf/binders/01cbbd766f2cabca4a2579cd00803178?openDocument

28.2 The purposes of the policy are to manage the frequency of surveys involving Griffith students and staff, enhance the sharing of knowledge throughout the University, and protect the integrity of core surveys.

28.3 The policy defines the surveys that are within its scope and outlines the expectations of data integrity, data ownership and privacy on those disseminating survey data and reports of findings.

28.4 The initial policy advice and processing of requests will be managed by the Surveys Unit of the Office of Planning and Financial Services. All enquiries should be directed to that office.

For noting

29.0 FAIR WORK OMBUDSMAN RULING ON INTERNSHIPS, VOCATIONAL PLACEMENTS & UNPAID WORK

29.1 In December 2011 the Australian Government Fair Work Ombudsman published its ruling on Internships, Vocational Placements & Unpaid Work. Please find attached a copy of the Ombudsman’s ruling.

29.2 The critical aspect of this ruling is that unpaid intern programs have the full endorsement of the Fair Work Ombudsman. In practice this means that if a student or graduate is undertaking unpaid work that substantially benefits them in terms of course requirements or essential skills acquisition through a placement or internship, while their work isn’t expected to be essential for the operation of the organisation, they are viewed by the Fair Work Ombudsman as undertaking a valid unpaid work experience placement and internship.

29.3 The Australian Internship Industry Association (AIIA) was the leading advocate in taking action to resolve this issue and AIIA is very pleased with the Ombudsman’s ruling which results in a common sense approach to what has been an unresolved issue for far too long. AIIA is a member based organisation with a current membership of 10 organisations and educational institutions that deliver internship programs, or offer services to interns. Please find attached a brief on AIIA.

For noting

30.0 OTHER BUSINESS

31.0 2012 MEETING DATES

31.1 Below are the confirmed dates and venues for 2012 meetings:
2012 Griffith Business School Board

Fridays, 9:30am till 1:00pm

Meetings will be videoconferenced between the Nathan, Gold Coast and Logan campuses unless otherwise indicated.

<table>
<thead>
<tr>
<th>2012 Meeting Date</th>
<th>Confirmed Venues</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nathan</td>
</tr>
<tr>
<td>2 March</td>
<td>N72 -1.18</td>
</tr>
<tr>
<td>20 April</td>
<td>N72 -1.18</td>
</tr>
<tr>
<td>25 May*</td>
<td>N72 -1.18</td>
</tr>
<tr>
<td>22 June</td>
<td>N72 -1.18</td>
</tr>
<tr>
<td>3 August</td>
<td>N72 -1.18</td>
</tr>
<tr>
<td>14 September*</td>
<td>N72 -1.18</td>
</tr>
<tr>
<td>19 October</td>
<td>N72 -1.18</td>
</tr>
<tr>
<td>23 November</td>
<td>N72 -1.18</td>
</tr>
</tbody>
</table>

*Will only proceed if business warrants

For noting