Bachelor of Business (Electronic Business) (BS56)

**Year offered:** 2010  
**Admissions:** No

**Domestic fees (indicative):** 2009: CSP $4,339 (indicative) per semester  
**International Fees (indicative):** 2009: $9,750 (indicative) per semester

**Domestic Entry:** February and July  
**International Entry:** February, July and November* (*conditions apply) (International students can only study at Gardens Point)

**QTAC code:** 413021  
**Past rank cut-off:** 76  
**Past OP cut-off:** 12

**Assumed knowledge:** English (4, SA)  
**Preparatory studies:** For information on acquiring assumed knowledge visit [http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp](http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp)

**Total credit points:** 288  
**Standard credit points per full-time semester:** 48  
**Standard credit points per part-time semester:** 24

**Course coordinator:** Dr Erica French, Director of Undergraduate Studies  
**Discipline coordinator:** Ms Sherrena Buckby  
**Campus:** Gardens Point

### Full-Time Course Structure

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>BSB111</td>
<td>Business Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>BSB119</td>
<td>Global Business</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>BSB123</td>
<td>Data Analysis</td>
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<tr>
<td></td>
<td>BSB126</td>
<td>Marketing</td>
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<td>Year 1, Semester 2</td>
<td>BSB110</td>
<td>Accounting</td>
<td>5</td>
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<tr>
<td></td>
<td>BSB113</td>
<td>Economics</td>
<td>5</td>
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<tr>
<td></td>
<td>BSB115</td>
<td>Management</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>BSB124</td>
<td>Working in Business</td>
<td>5</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>AYB114</td>
<td>Business Technologies</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>INB312</td>
<td>Enterprise Systems Applications</td>
<td>5</td>
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<tr>
<td></td>
<td></td>
<td>Double major unit</td>
<td>7</td>
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<tr>
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<td>Double major unit</td>
<td>7</td>
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<tr>
<td>Year 2, Semester 2</td>
<td>INB830</td>
<td>Web Sites For Electronic Commerce</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>AYB115</td>
<td>Governance Issues and Fraud</td>
<td>5</td>
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<table>
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<tr>
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<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td></td>
<td>INB312</td>
<td>Enterprise Systems Applications</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Double major unit</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>INB830</td>
<td>Web Sites For Electronic Commerce</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>AYB115</td>
<td>Governance Issues and Fraud</td>
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<th>Course Title</th>
<th>Credit Points</th>
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<td>Business Technologies</td>
<td>5</td>
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**AYB341 FORENSIC AND BUSINESS INTELLIGENCE**
This unit focuses on providing skills in forensic and business intelligence through the use of SAS technologies. The unit assists students to analyse large data sources and report their findings to assist managerial decision making. Forensic and business intelligence issues and corporate decision making processes are emphasised. This unit provides students with an important skill base in supporting corporate decision making and investigation in a business environment.

**Prerequisites:** AYB114, BSB124, or BSB114  
**Credit points:** 12  
**Teaching period:** 2010 SEM-2

**BSB110 ACCOUNTING**
Accounting data is the basis for decision making in any organisation. Accordingly, the aim of this unit is to provide students with a basic level of knowledge of modern financial and managerial accounting theory and practice so that they can understand how accounting data is used to help make decisions in organisations. The unit covers financial procedures and reporting for business entities, analysis and interpretation of financial statements and planning, control and business decision making.

**Antirequisites:** BSD110, CNB293, UDB342  
**Equivalents:** BSB213  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1

**BSB111 BUSINESS LAW AND ETHICS**
This unit integrates the concepts and principles of business law with the theories and applications of business ethics. The unit makes extensive use of cases in law and ethics to develop knowledge and skills that enable students to analyse, apply and evaluate the legal principles and ethical decision-making processes relevant to modern business practice.

**Antirequisites:** AYB120  
**Equivalents:** CTB111  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB113 ECONOMICS**
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and governance frameworks and to ensure they are familiar with risk management, fraud detection and prevention, audit and legal issues that are relevant to an organisation's e-business operations.

**Equivalents:** BSB213  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1
cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy. **Antirequisites:** BSB113 **Equivalents:** CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB115 MANAGEMENT

The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.  
**Antirequisites:** BSB115 **Equivalents:** CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB119 GLOBAL BUSINESS

This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a. knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.  
**Antirequisites:** BSB116, BSB112  
**Equivalents:** CTB119  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB123 DATA ANALYSIS

The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.  
**Antirequisites:** BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB124 WORKING IN BUSINESS

This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does "Working in Business" give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.  
**Antirequisites:** BSB114, CTB114, HHB113  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### BSB126 MARKETING

This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.  
**Antirequisites:** BSB116  
**Equivalents:** CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### INB312 ENTERPRISE SYSTEMS APPLICATIONS

The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and S&D) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. The unit enables you to experience both the business analyst view and the user's view of the system across a number of business processes.  
**Antirequisites:** ITB233, INN312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1
INB342 ENTERPRISE DATA MINING
This unit will provide a comprehensive theoretical coverage of various topics in data and web mining. In addition there will be a significant practical component using hands on tools to solve real-world problems. Specifically, we will consider techniques from machine learning, data mining, text mining, and information retrieval to extract useful knowledge from data which are used for business intelligence, document databases, site management, personalization, and user profiling. This unit will first cover a detailed overview of the mining process and techniques, and then concentrate on applications of these techniques to web, e-commerce, document databases and data from advanced applications.

Prerequisites: INB122 or INB210 or INB340 or AYB114
Antirequisites: INN342
Equivalents: ITB239
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

INB830 WEB SITES FOR ELECTRONIC COMMERCE
Techniques to design and implement an attractive set of web pages and the issues associated with using them will be the focus of this elective unit. Customers must have access to an organisation’s on-line resource before electronic commerce can be applied. This unit aims to provide you with an understanding of the entire process for building a successful Electronic Commerce website. It addresses both the business and technical aspects of site development so that you will gain an appreciation of the issues involved. This normally involves creating a web site.

Prerequisite(s): BSB212
Corequisite(s): Nil
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2009 SEM-2
Incompatible with: ITB00