Master of Business Administration (Major) (GS76)

Year offered: 2010
Admissions: Yes
CRICOS code: 045503E
Course duration (full-time): 4 semesters (8 teaching periods)
Domestic fees (indicative): 2010: Full fee tuition $14,000 (indicative) per semester
International Fees (indicative): 2010: $17,500 (indicative) per semester
Domestic Entry: March, May, July, September. Conditional entry for November and January intakes
International Entry: March, May, July, September. Conditional entry for November and January intakes
Total credit points: 192
Standard credit points per full-time semester: 48
Course coordinator: Dr Amanda Gudmundsson, email: bus@qut.com
Discipline coordinator: Dr Amanda Gudmundsson
Campus: Gardens Point

Why choose this course?
In addition to the core and optional components of the MBA program, students may choose to study an additional 48 credit points of units from one of three major study areas. By undertaking a major, students extend their MBA study by 48 credit points and gain a greater depth of knowledge in one of three major study areas:

• Entrepreneurship
• Information Technology Management; or
• Research.

Course design
Students must complete the 14 MBA core units and two integrative core units, plus 48 credit points of optional units taken from one of the Major study areas, plus a further 48cp credit points of optional units which may be selected from any of the MBA concentrations or minors. Other postgraduate units may undertaken with the Course Coordinator’s approval. Students may be able to complete multiple concentrations and minors through careful selection of optional units.

Entry requirements (domestic and international students)
To be considered for admission, applicant must:
• demonstrate proficiency in the English language
• hold a Bachelor degree in any field from a recognised university with a minimum Grade Point Average (GPA) of 4.5 on a 7 point scale
• have a GMAT score of at least 550
• have a minimum three years full-time equivalent relevant managerial or professional work experience post degree
• provide two referee reports (on proforma provided).

For further details on the admission criteria, please refer to How to apply.

Scholarships
We offer a number of merit-based scholarships to exceptional successful applicants to the MBA and MBA (Major) programs. Eligibility for a scholarship is based on GMAT score, undergraduate grade point average, work experience, plus a written supporting statement from the applicant.

Advanced standing
Advanced standing may be granted only if the course units for which the advanced standing is being sought have been completed in the last five years from an accredited business school or university (eg AACSB, EQUIS, AMBA). Advanced standing may also be granted at the discretion of the Graduate Studies Director under the following criteria:

1. The business school or university is highly ranked by an international publication or agency
2. There is a pre-existing exchange/cross-institutional agreement
3. The applicant is considered to be in the top third of his/her class cohort or has a GPA of 5.75 or more on a 7-point scale.

Abbreviation
MBA(Major)

Course structure

The following 14 core units must be completed:

GSN401 Managing in the Global Business Environment
GSN403 Understanding Data
GSN404 Financial Statements Analysis
GSN405 Strategic Management
GSN406 Human Resource Management Issues
GSN407 Business Communication
GSN408 Fundamentals of Marketing Management
GSN409 Organisational Behaviour 1
GSN410 Entrepreneurship
GSN412 Business Law 1
GSN413 Financial Management 1
GSN415 Understanding Leadership
GSN490 Managing Technological Innovation
GSN491 Economics in Business 1
Plus the following two Integrative core units:
GSN416 Business Plans 1
GSN473 Corporate Governance and Accountability

Plus 48 credit points of major study units, from the Entrepreneurship and ITM major listed below.

Plus a further 48 credit points of elective units, which may be undertaken as one or more concentration (36cp) or minor (24cp) in the following areas:
- Accounting
- Corporate Governance
- Entrepreneurship
- Finance
- Health Services Management
- Human Resource Management
- International Business
- Information Technology Management
- Leadership
- Marketing
- Philanthropy & Nonprofit Studies
- Project Management
- Strategy

For further information on concentrations and minors please refer to the GS75 Master of Business Administration Course Summary Sheet.

The BGSB reserves the right to run any of these units in an alternative delivery mode if there are less than 15 enrolments.

MAJOR STUDY AREAS
Entrepreneurship

Required Units:
- GSN420 New Venture Strategy
- GSN423 Financial Management 2
- GSN429 New Venture Marketing
- GSN430 New Venture Funding
- GSN431 New Venture Growth and Transitions

GSN434 Venture Capital
GSN440 Risk Management 1
GSN479 Spreadsheet Modelling for Managers

Information Technology Management

Choose 48 credit points from elective list.

*Elective list:
- INN220 Business Analysis
- INN311 Enterprise Systems
- INN312 Enterprise Systems Applications
- INN320 Business Process Modelling
- INN321 Business Process Management
- INN322 Information Systems Consulting
- INN330 Information Management
- INN331 Management Issues for Information Professionals
- INN500 PRINCE2 (R) Project Management

* All elective units are subject to availability.

Research Studies
- BSN406 Project 3
- PLUS Choose one of:
  - BSN412 Qualitative Research and Analytical Techniques
  - BSN414 Quantitative Research Methods
- PLUS Choose one of:
  - BSN502 Research Methodology
  - BSN503 Research Seminar

Potential Careers:
Account Executive, Administrator, Advertising Professional, Arts Administrator, Banker, Banking and Finance Professional, Business Analyst, Community Health Officer, Computer Salesperson/Marketer, Construction Manager, Contract Administrator, Corporate Secretary, Database Manager, Economist, Facilities Manager, Financial Advisor/Analyst, Financial Project Manager, Funds Manager, Government Officer, Health Information Manager, Health Services Manager, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Investment Manager, Manager, Marketing Officer/Manager, Network Administrator, Network Manager, Organisational Communication Specialist, Policy Officer, Project Developer, Project Manager, Property Management, Public Health Officer, Public Relations Officer/Consultant, Public
UNIT SYNOPSES

BSN406 PROJECT 3
This unit is designed to permit the student to undertake a 24 credit point research project, subject to approval of the course coordinator.
Credit points: 24  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSN412 QUALITATIVE RESEARCH AND ANALYTICAL TECHNIQUES
This unit provides a detailed overview of qualitative research to support decision-making in business disciplines.
The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business.
The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.
Antirequisites: CON500  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN414 QUANTITATIVE RESEARCH METHODS
Quantitative Research Methods is a postgraduate unit designed to introduce students to a range of quantitative research methods and their application to different research questions and types of quantitative data. Throughout the unit, students will be exposed to a wide range of quantitative research issues including survey and index development, factor analysis, multiple regression, experimental data collection and analysis, ANOVA and MANOVA, structural models, secondary data collection and analysis, and longitudinal data analysis. Each lecture will be conducted in computer laboratories to allow students the opportunity to develop their quantitative research skills using SPSS and AMOS with data provided by lecturers.
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN502 RESEARCH METHODOLOGY
The purpose of this study is to provide students with a range of ideas and methods that enable them to analyse, evaluate and conduct research in discipline areas related to business. It provides an essential and basic preparation for the development of a thesis or dissertation proposal. Areas of study include research paradigms, analysis and criticism, research design, data collection and data manipulation, interpretation and presentation.
Antirequisites: BSB400  Credit points: 12  Contact hours: Flexible Mode  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN503 RESEARCH SEMINAR
In this unit students prepare detailed literature reviews relevant to the thesis or dissertation proposal. Students are required to prepare and present a detailed seminar paper describing and explaining the results of their review and its relevance to the thesis or dissertation proposal. The unit is in two parts: the first provides a series of lectures from staff advising as to the requirements of a thorough, well-directed literature search and review; the second consists of a series of seminars from students presenting their findings.
Credit points: 12  Contact hours: Flexible Mode  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

GSN401 MANAGING IN THE GLOBAL BUSINESS ENVIRONMENT
Competence in managing is the key to success for any organisation and for any person within that organisation. The knowledge and ability to manage within the global business environment are crucial requirements for today's and tomorrow's managers. This unit introduces the planning, leading, organising and controlling functions of management to elucidate current trends in management practice in the global environment.
Antirequisites: GSN204, MGN409  Equivalents: GSZ403, EFN409  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP2, 2010 6TP4 and 2010 6TP6

GSN403 UNDERSTANDING DATA
This unit is designed to provide students with a clear understanding of different types of data and techniques to present and analyse real world problems relevant to business and managers. Students are introduced to various techniques of organising, presenting and analysing economic and business data. Topics include probability theory, descriptive and inferential statistics.
Antirequisites: EFN409  Equivalents: GSZ403  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP1, 2010 6TP2, 2010 6TP3 and 2010 6TP5

GSN404 FINANCIAL STATEMENTS ANALYSIS
This unit introduces students to basic accounting concepts and financial statements, and then explores methods of analysing them to give an informed understanding of the financial well being of the entity. Throughout, it takes the perspective of the user of financial statements, and in this role, explores the information in financial statements and
how the three basic accounting statements are linked, and interdependent. The course guides students through the process of analysing financial statements, how to interpret findings and how to understand what the analysis and other contextual data tell them about the business.

**Antirequisites:** GSN202  **Equivalents:** GSZ404  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP2, 2010 6TP4 and 2010 6TP6

**GSN405 STRATEGIC MANAGEMENT**

Strategy is the process of determining goals and moving towards the achievement of those goals in a business, government, or not-for-profit setting. This unit introduces the concept of strategy and explores the basic tenets of the strategy process, competitive advantage, and strategic management in a changing global environment. It lays in the foundations for students in terms of understanding contemporary thinking in the strategy field. The learning process is enhanced by practical real-time examples of strategy in action utilising the case study method of learning.

**Equivalents:** GSZ405  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP1, 2010 6TP2, 2010 6TP3 and 2010 6TP5

**GSN406 HUMAN RESOURCE MANAGEMENT ISSUES**

This unit examines the challenges faced by managers in achieving effective human resource management in the contemporary business environment. An issues-based approach is adopted to focus attention on the need for the individual managers to complement their technical expertise with knowledge and skills in people management. Specific attention is given to the human resource management implications arising from the global business environment and the changing nature of organisations.

**Equivalents:** GSZ406  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP1, 2010 6TP3 and 2010 6TP5

**GSN407 BUSINESS COMMUNICATION**

Business Communication is an introductory unit that promotes effective written and spoken communication skills in a range of situations encountered by managers. Students will better understand the principles of effective written and spoken communication by exploring communication theory and undertaking several practical exercises and tasks.

**Antirequisites:** CON404  **Equivalents:** GSZ407  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP2, 2010 6TP4 and 2010 6TP6

**GSN408 FUNDAMENTALS OF MARKETING MANAGEMENT**

This unit provides students with the opportunity to critically examine and evaluate the role of marketing and its contribution to the strategic processes of the modern firm operating in an increasingly competitive national and international environment. Key marketing decision areas are examined, including the marketing concept, the marketing mix, marketing information systems and marketing research, market segmentation, targeting and positioning, and the process of marketing planning, implementation and control. Students have the opportunity to consider the evolution of marketing philosophy, determinants of consumer and organisational behaviour and the influences of environmental forces on marketing decision-making within the firm.

**Antirequisites:** GSN206  **Equivalents:** GSZ408  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP1, 2010 6TP3 and 2010 6TP4

**GSN409 ORGANISATIONAL BEHAVIOUR 1**

Organisational Behaviour 1 is an introductory unit which analyses human behaviour at work with a focus on issues of personality, motivation, group interaction, occupational stress, and health and organisational change. The unit examines issues related to aspects of the working environment and to the relationship between managerial strategies, organisational structures and their effects on performance, health and autonomy.

**Antirequisites:** MGN412  **Equivalents:** GSZ409  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP1, 2010 6TP3 and 2010 6TP5

**GSN410 ENTREPRENEURSHIP**

This unit introduces the student to the field of entrepreneurship and the management of innovation. Entrepreneurial behaviour can take place within existing organisations (as intrapreneurship) or by starting a new business venture that is created to exploit a new technology or to introduce a new product, service, or business process. Topics include entrepreneurial attitudes, abilities and behaviours and culture; opportunity recognition and the development of new venture ideas; viability screening for initial and sustainable competitive advantage; risk recognition and mitigation; intellectual property protection; and developing the business model for a new enterprise.

**Antirequisites:** GSN300  **Equivalents:** GSZ410  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP2, 2010 5TP3, 2010 6TP4 and 2010 6TP6

**GSN412 BUSINESS LAW 1**

This unit provides managers with an overview of basic legal principles, which form the foundation of the laws of commercial transactions from the perspective of, and with
particular relevance, to managers. Students will learn key elements of the laws governing business dealings by the interaction of the laws of contract, agency and franchising, property law, securities and bailment, company law and consumer law. The unit also introduces students to the Australian legal and statutory structure and provides an overview of the legal nature of business entities.

Antirequisites: AYN410, EFN413  
Equivalents: GSN403  
Credit points: 6  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 6TP2, 2010 6TP4, 2010 6TP5 and 2010 6TP6

GSN413 FINANCIAL MANAGEMENT 1
This unit introduces the student to the international financial environment in which business operates. The three major lessons in finance (time value, diversification and arbitrage) are introduced. Topics include time value of money, valuation, sources of funds, behaviour of firms and financial markets, introduction to investment evaluation, diversification, risk and return, and cost of capital.

Prerequisites: GSN403  
Equivalents: GSN406  
Credit points: 6  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 6TP2, 2010 5TP5, 2010 6TP4 and 2010 6TP6

GSN415 UNDERSTANDING LEADERSHIP
Leadership is the process of persuasion or example by which an individual influences others to pursue identified goals. The skills of leadership can be identified and learned. This unit explores the attributes, roles and tasks of leaders in contemporary business situations and the issues that impact on leadership, such as leader-follower interaction, ethics, leadership characteristics and leadership development. This unit culminates in the development of leadership profiles of contemporary leaders with an exploration of their characteristics and how their leadership roles are exercised.

Equivalents: GSN415  
Credit points: 6  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 6TP1, 2010 6TP3, 2010 6TP4 and 2010 6TP5

GSN416 BUSINESS PLANS 1
This unit offers students the opportunity to write a formal business plan for a new business venture or offshoot of an existing venture. As business planning is an intensive viability screening exercise in which the business planners must consider all strategic alternatives, students are required to choose a preferred 'business model' and analyse whether or not the proposed new venture appears to be viable. The business plan is a document that communicates this viability to an investor or other potential stakeholders in the new business and the structure and content of the business plan is crafted according to its intended role in a multi-stage communication process with the target reader.

Prerequisites: GSN405, GSN410, and 84 credit points of MBA units (GSN% units)  
Equivalents: GSN416  
Credit points: 6  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 6TP1, 2010 6TP3 and 2010 6TP5

GSN420 NEW VENTURE STRATEGY
This unit considers and the requirements for resource-based sustainable competitive advantage in the context of new business ventures and the need to be strategically competitive. Topics include new venture strategic constraints; entry strategies; opportunity selection, connection between new venture strategy and marketing, disruptive strategy, strategy creation using applied Morphological Box, Value Innovation and TERMS methodologies. Students complete a Strategic Plan for a new venture as part of this unit.

Prerequisites: GSN405  
Credit points: 6  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 6TP3

GSN423 FINANCIAL MANAGEMENT 2
This unit builds on the material covered in GSN413 Financial Management 1. It extends the analysis of firms' decisions in the areas of investment, dividends and financing. Topics include capital budgeting and taxation, dividends and imputation, capital structures, risk management using options and futures, and an introduction to international finance.

Prerequisites: GSN413  
Antirequisites: EFN406  
Credit points: 6  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 6TP3

GSN429 NEW VENTURE MARKETING
New Venture Marketing is concerned with the special marketing needs of entrepreneurial businesses. In new ventures, market ignorance is often greater than in existing firms. Needs of potential customers must be analysed, product design and prototypes must be developed in line with marketing research results, new marketing channels must be created and access to existing channels must be secured. Potential customers must be identified, informed, and persuaded to try the new product. Pricing is also a problem area.

Prerequisites: GSN408  
Credit points: 6  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 6TP3

GSN430 NEW VENTURE FUNDING
This unit is concerned with raising funds to establish, launch and grow a new business venture. Sources of funding considered include one's own resources, family and friends, 'social capital' transactions, business angels, venture capitalists, banks, and the public equity market. Methods of 'bootstrapping' and cash conservation, including...
agreements with suppliers, customers, and employees, are also considered. Pro-forma financial statements for the new venture, the financial valuation of the new venture, and the allocation of equity for intellectual property, seat equity, expenses incurred and funding provided are also examined. **Prerequisites:** GSN413  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP1 and 2010 6TP5  

**GSN431 NEW VENTURE GROWTH AND TRANSITIONS**  
New ventures often start successfully but then flounder as rapid growth leads to problems in production, distribution, product quality, employee morale, cash flow or financing. Management’s ability to make the transition from the new, small firm to a rapidly growing company is critical to its success. If the firm is to survive the entrepreneur must navigate the transition from ‘hands on’ involvement in every aspect of the business to a more detached management role.  
**Prerequisites:** GSN405  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP2 and 2010 6TP6  

**GSN434 VENTURE CAPITAL**  
This unit considers, in the Australian and global financial market contexts, the operation of the venture capital industry and its rationing of relatively scarce risk capital among relatively abundant demands for new venture funding. Students gain an understanding of how the venture capital industry and its criteria by which funds are committed to the support of new ventures. Students increase their ability to distinguish the less risky and more profitable investment opportunities from the more risky and less remunerative opportunities that may also be presented to venture capitalists.  
**Prerequisites:** GSN413  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP4  

**GSN440 RISK MANAGEMENT 1**  
This unit examines the role of risk management in contemporary management theory and practice. Key decision areas of risk (e.g., financial, human resource, physical - asset management etc) are considered in the context of the general management of the organisation.  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP5  

**GSN473 CORPORATE GOVERNANCE AND ACCOUNTABILITY**  
Boards of directors and managers of organisations are now legally as well as morally accountable for policies, processes, and outcomes to an increasingly vocal set of stakeholders. Many of these accountabilities are not new, although until recently they may have not been monitored rigorously or at all. Recent high-profile corporate collapses and the widespread impact of the costs of these failures have resulted in greater regulation supplanting the former self-regulation practices. GSN473 examines the roles of the board and management in implementing and monitoring a sound corporate culture, proactively identifying and dealing with risk, and safeguarding the company’s assets and its place in our society and economy.  
**Prerequisites:** GSN404, GSN412, and 84 credit points of MBA units (GSN% units)  
**Equivalents:** GSN473  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP2, 2010 6TP4, 2010 6TP7 and 2010 6TP6  

**GSN479 SPREADSHEET MODELLING FOR MANAGERS**  
This unit provides students with the analytical modelling skills to enhance abilities in making business decisions under uncertainty. Students are introduced to a range of techniques that involve structuring, analysing and solving managerial business decisions problems using Excel spreadsheets and add-ins. Topics include optimisation modelling, simulations models, decision analysis and forecasting.  
**Prerequisites:** GSN403  
**Credit points:** 6  
**Contact hours:** 3 hours per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP2 and 2010 6TP6  

**GSN490 MANAGING TECHNOLOGICAL INNOVATION**  
The role of technological innovation is crucial for the effective performance of modern enterprises. This unit explores the concepts of innovation and provides a managerial understanding of the major types of contemporary information technologies. These are used to explore the way technological innovation integrates and supports a broad range of business functions and processes and can be used strategically to provide advantage to an enterprise.  
**Prerequisites:** GSN405, and 42 credit points of MBA units (GSN% units)  
**Antirequisites:** GSN402  
**Equivalents:** GSN490  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP1, 2010 6TP2, 2010 6TP3 and 2010 6TP5  

**GSN491 ECONOMICS IN BUSINESS 1**  
This unit is designed to show how economics provides a framework of analysis, and a powerful set of tools that can be used by managers to understand the market conditions affecting business performance. It examines the forces that influence production and pricing decisions in individual markets and how market forces interact to determine the level of macroeconomic activity. The course provides a self-contained treatment of the major themes in micro and macro economics. It also provides a solid foundation for further study of the subject.  
**Antirequisites:** EFN405, GSN411, GSN414  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP1, 2010 6TP2, 2010 6TP3 and 2010 6TP5
The aim of this unit is to introduce you to modern methods and tools of business process management. These skills that comprise information management activities. These skills will be applied to the most complex, comprehensive and relevant IT applications. This unit also seeks to develop logical thinking and the capability to understand and deal with complex systems, within a business management framework. The content will focus strongly on business process modelling, as a fundamental technique to manage the complexity associated with process management tasks within various contexts.

Antirequisites: ITB298 and ITB320  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

INN321 BUSINESS PROCESS MANAGEMENT

The aim of this unit is to introduce you to modern methodologies of Business Process Management. A main objective is to increase your awareness of the close link between business requirements and IT capabilities, and the related fundamental role of business processes. This unit also seeks to develop logical thinking, an appreciation for conceptual models, and the capability to understand and deal with complex systems.

Antirequisites: INB321  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INN322 INFORMATION SYSTEMS CONSULTING

The aim of the unit is to develop your skills in the consulting engagement process. This unit will give you an appreciation of the management of consulting practices and an understanding of the consulting sector generally. This unit presents the tactical and strategic issues involved in management consulting, and in particular: client engagement. In the unit there is an emphasis on Information Systems (IS) related work. IS constitutes a substantial portion of consulting activity and cuts across all areas of business expertise. The unit examines the dynamics of IS consulting within the context of large consulting firms and familiarises students with the consulting engagement lifecycle.

Antirequisites: INN335, ITN332,INB322  Assumed knowledge: Good knowledge of professional oral and written communication practices and team work processes is assumed.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INN330 INFORMATION MANAGEMENT

The aim of this unit is to provide you with an awareness of the activities in which IM professionals are engaged within various organisational contexts. You will use case studies and introduce yourself to the strategic and analytic elements that comprise information management activities. These
activities include the alignment of enterprise information and business planning, enterprise information policy, evaluation of information resources & systems and applications of the information inventory.

**Antirequisites:** INB330  **Equivalents:** ITN266  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**INN331 MANAGEMENT ISSUES FOR INFORMATION PROFESSIONALS**
The overall aim is to enable you to identify and resolve selected key management issues within a particular type of organisation of your choice. Using an integrated approach the subject draws from the field of organisational behaviour, business management literature, IT-management, and other readings appropriate to your interest. A further emphasis will be on case studies of actual practices in the type of organisation or enterprise environment setting that you have chosen to investigate.

**Antirequisites:** INB331  **Equivalents:** ITN274  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**INN500 PRINCE2 (R) PROJECT MANAGEMENT**
The majority of information technology (IT) initiatives, such as systems developments and implementations, are introduced into organisations through projects, and the success of these projects depends on their effective management. This unit covers the integration of the multi-disciplinary skills that students would have acquired at stage in the course required to manage IT projects successfully. Specifically, it covers the administrative, technical, communication and socio-political demands placed on modern IT project managers. The unit covers practical, relevant and topical IT project management issues delivered through practical tutorials and lectures.

**Prerequisites:** Completion of 36 credit points of Postgraduate units (INN% or PUN% or GSN%)

**Antirequisites:** INB123, ITB365, ITB272  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2