Bachelor of Arts/Bachelor of Business (Advertising, Electronic Business, Human Resource Management, International Business, Management or Public Relations) (IF30)

**Year offered:** 2010  
**Admissions:** No  
**CRICOS code:** 037539D  
**Course duration (full-time):** 4.5 years  
**Domestic fees (indicative):** 2010: CSP $5,310 per semester  
**Domestic Entry:** February  
**International Entry:** February and July  
**QTAC code:** This course is no longer offered.  
**Past rank cut-off:** 72  
**Past OP cut-off:** 13  
**OP Guarantee:** Yes  
**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:** 432 (192 cp in Arts and 240 cp in Business)  
**Standard credit points per full-time semester:** 48  
**Course coordinator:** Contact Ms Eve Teague (Arts); Dr Erica French (Business)  
**Discipline coordinator:** Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)  
**Campus:** Gardens Point and Kelvin Grove

### Example of full-time Course structure

#### Year 1, Semester 1
- Major unit
- SWB106 Applied Skills and Scholarship  
  - Business Unit  
  - Business Unit

#### Year 1, Semester 2
- Major unit  
  - Discipline Major Unit or Elective unit  
  - Business Unit  
  - Business Unit

#### Year 2, Semester 1

#### Year 2, Semester 2
- Major unit  
  - Discipline Major Unit or Elective unit  
  - Business Unit  
  - Business Unit

#### Year 3, Semester 1
- Major unit  
  - Discipline Major Unit or Minor Unit or Elective  
  - Business Unit  
  - Business Unit

#### Year 3, Semester 2
- Minor Unit  
  - Discipline Major Unit or Minor Unit or Elective  
  - Business Unit  
  - Business Unit

#### Year 4, Semester 1
- Major unit  
  - Discipline Major Unit or Minor Unit or Elective  
  - Business Unit  
  - Business Unit

#### Year 4, Semester 2
- Major unit  
  - Discipline Major Unit or elective  
  - Business Unit  
  - Business Unit

#### Year 5, Semester 1
- Business Unit  
  - Business Unit

Published on: 16 May 2011
Page 1/27
## Course structure - Advertising

### Year 1, Semester 1
- BSB123 Data Analysis
- BSB126 Marketing

### Year 1, Semester 2
- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice

### Year 2, Semester 1
- AMB318 Advertising Copywriting
- BSB119 Global Business

### Year 2, Semester 2
- AMB319 Media Planning
  - Business Double Major / Extended Major / Specialisation Unit

### Year 3, Semester 1
- BSB115 Management
  - Business Double Major / Extended Major / Specialisation Unit

### Year 3, Semester 2
- BSB124 Working in Business
  - Business Double Major / Extended Major / Specialisation Unit

### Year 4, Semester 1
- AMB320 Advertising Management
  - Business Double Major / Extended Major / Specialisation Unit

### Year 4, Semester 2
- AMB339 Advertising Campaigns
  - Business Double Major / Extended Major / Specialisation Unit

### Year 5, Semester 1
- BSB110 Accounting
- BSB111 Business Law and Ethics
- BSB113 Economics
  - Business Double Major / Extended Major / Specialisation Unit

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units.

Note: Please refer to “Course Updates - List of re-coded and replacement Business units” to check for course structure changes.

## Course Structure - Electronic Business

Note: The Electronic Business Major must be undertaken with another Business Major

### Year 1, Semester 1
- BSB111 Business Law and Ethics
- BSB119 Global Business

### Year 1, Semester 2
- BSB123 Data Analysis
- BSB126 Marketing

### Year 2, Semester 1
- BSB110 Accounting
- BSB212 Electronic Business Applications

### Year 2, Semester 2
- BSB115 Management
  - ITB823 Web Sites For Electronic Commerce

### Year 3, Semester 1
- BSB113 Economics
- BSB124 Working in Business

### Year 3, Semester 2
- BSB213 Governance Issues in E-Business
  - Double Major Unit

### Year 4, Semester 1
- BSB213 Governance Issues in E-Business
  - Double Major Unit

### Year 4, Semester 2
- ITB233 Enterprise Systems Applications
  - Business Double Major Unit

### Year 4, Semester 2
- ITB239 Enterprise Data Mining
Business Double Major Unit

Year 5, Semester 1

BSB314  E-Business Intelligence
Business Double Major Unit
Business Double Major Unit
Business Double Major Unit

Students should refer to the BS56 Course Notes entry for information on double major units

Course structure - Human Resource Management

Year 1, Semester 1

BSB115  Management
BSB123  Data Analysis

Year 1, Semester 2

BSB126  Marketing
MGB220  Business Research Methods

Year 2, Semester 1

BSB124  Working in Business
BSB119  Global Business

Year 2, Semester 2

MGB207  Human Resource Issues and Strategy
MGB211  Organisational Behaviour

Year 3, Semester 1

BSB110  Accounting
MGB222  Managing Organisations

Year 3, Semester 2

MGB314  Organisational Consulting and Change
Business Double Major / Extended Major / Specialisation Unit

Year 4, Semester 1

BSB113  Economics
Business Double Major / Extended Major / Specialisation Unit

Year 4, Semester 2

Business Double Major / Extended Major / Specialisation Unit
Business Double Major / Extended Major / Specialisation Unit

Course structure - International Business (with a language specialisation)

Students undertake one language area only and may study French, German, Indonesian or Japanese, or seek approval to undertake a different language at another tertiary institution. Mandarin is offered only as intensive 24 credit point unit in Summer school mode, followed by in-country experience.

Students undertaking a language specialisation must complete a minimum of four language units, plus IBB205 Cross-Cultural Communication and Negotiation and an International Business Unit or two additional language units. The School of Humanities and Human Services offers language units at QUT.

Year 1, Semester 1

BSB119  Global Business
Language 1

Year 1, Semester 2

BSB115  Management
Language 2

Year 2, Semester 1

BSB113  Economics
### Language 3

**Year 2, Semester 2**
- AMB336 International Marketing

**Year 3, Semester 1**
- BSB123 Data Analysis
- MGB225 Intercultural Communication and Negotiation Skills

**Year 3, Semester 2**
- EFB240 Finance for International Business
  - OR
  - International Business Elective Unit (IBB2xx, IBB3xx)

**Year 4, Semester 1**
- BSB124 Working in Business
- AMB336 International Marketing

**Year 4, Semester 2**
- BSB126 Marketing
- EFB240 Finance for International Business

**Year 5, Semester 1**
- BSB111 Business Law and Ethics
- AMB210 Importing and Exporting
- AMB369 International Business Strategy

### Language 4

**Year 2, Semester 2**
- AMB336 International Marketing

**Year 3, Semester 1**
- BSB123 Data Analysis
  - OR
  - Intercultural Communication and Negotiation Skills

**Year 3, Semester 2**
- EFB240 Finance for International Business
  - OR
  - International Business Elective Unit (IBB2xx, IBB3xx)

**Year 4, Semester 1**
- BSB124 Working in Business
- AMB210 Importing and Exporting
  - International Business Area Study 1

**Year 4, Semester 2**
- BSB126 Marketing
- AMB369 International Business Strategy
  - International Business Area Study 2

**Year 5, Semester 1**
- BSB111 Business Law and Ethics
- BSB110 Accounting

### Language 5

**Year 2, Semester 1**
- BSB123 Data Analysis
  - OR
  - Intercultural Communication and Negotiation Skills

**Year 2, Semester 2**
- EFB240 Finance for International Business
  - OR
  - International Business Elective Unit (IBB2xx, IBB3xx)

**Year 3, Semester 1**
- BSB124 Working in Business
  - International Business Area Study 1

**Year 3, Semester 2**
- BSB126 Marketing
  - International Business Area Study 2

**Year 4, Semester 1**
- AMB210 Importing and Exporting
  - International Business Area Study 1

**Year 4, Semester 2**
- AMB369 International Business Strategy
  - International Business Area Study 2

**Year 5, Semester 1**
- BSB111 Business Law and Ethics
  - OR
  - International Business Elective Unit (IBB2xx, IBB3xx)

### Important Note:

Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.
IBB208  European Business Development
MGB340  International Business in the Asia-pacific
OR
IBB217  Asian Business Development
MGB340  International Business in the Asia-pacific

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to “Course Updates - List of re-coded and replacement Business units” to check for course structure changes.

Course structure - Management

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB115  Management</td>
</tr>
<tr>
<td>BSB122  Quantitative Analysis and Finance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB126  Marketing</td>
</tr>
<tr>
<td>MGB220  Business Research Methods</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB114  Government, Business and Society</td>
</tr>
<tr>
<td>BSB119  Global Business</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB211  Organisational Behaviour</td>
</tr>
<tr>
<td>MGB222  Managing Organisations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB110  Accounting</td>
</tr>
<tr>
<td>MGB210  Managing Operations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
</tr>
<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB113  Economics</td>
</tr>
<tr>
<td>MGB334  Managing in a Changing Environment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB309  Strategic Management</td>
</tr>
<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
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</table>

<table>
<thead>
<tr>
<th>Year 5, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB111  Business Law and Ethics</td>
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<td>Business Double Major / Extended Major / Specialisation Unit</td>
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<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
</tr>
<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
</tr>
</tbody>
</table>

Important Note:

Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units

Note: Please refer to “Course Updates - List of re-coded and replacement Business units” to check for course structure changes.

The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking Marketing or Public Relations as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.

Course structure - Public Relations

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB122  Quantitative Analysis and Finance</td>
</tr>
<tr>
<td>BSB126  Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB263  Introduction To Public Relations</td>
</tr>
<tr>
<td>BSB119  Global Business</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB201  Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB261  Media Relations and Publicity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB262  Public Relations Writing</td>
</tr>
<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB115  Management</td>
</tr>
<tr>
<td>Business Double Major / Extended Major / Specialisation Unit</td>
</tr>
</tbody>
</table>
### Year 3, Semester 2
- **BSB110** Accounting  
  Business Double Major / Extended Major / Specialisation Unit

### Year 4, Semester 1
- **AMB373** Corporate Communication  
  Business Double Major / Extended Major / Specialisation Unit

### Year 4, Semester 2
- **AMB361** Public Relations Campaigns  
  Business Double Major / Extended Major / Specialisation Unit

### Year 5, Semester 1
- **BSB111** Business Law and Ethics
- **BSB113** Economics
- **BSB124** Working in Business  
  Business Double Major / Extended Major / Specialisation Unit

### Important Note:
- Students should refer to the BS56 Course Notes entry for information on double major/extended major/specialisation units.
- Note: Please refer to "Course Updates - List of re-coded and replacement Business units" to check for course structure changes.

*The units AMB201 Market and Audience Research and MGB220 Management Research Methods are incompatible units. Students undertaking HRM or Management as a double major should contact the school for enrolment advice. From Semester 2, 2003 students who complete both MGB220 & AMB201 will be required to undertake an approved substitute unit to satisfy course requirements.*

### Major in the Bachelor of Arts - International and Global Studies

#### International and Global Studies
- Seven (7) units are required for an International and Global Studies (IGS) Major. These can include units completed in the IGS Major up to 2009 as well as any completed from the following list.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>CLB049</td>
<td>The Global Teacher</td>
</tr>
<tr>
<td>CLB104</td>
<td>Colonialism and Independence in Asia-Pacific</td>
</tr>
<tr>
<td>CLB105</td>
<td>Australia and the South Pacific</td>
</tr>
<tr>
<td>CLB106</td>
<td>Modern China</td>
</tr>
<tr>
<td>CLB108</td>
<td>Nations and Nationalism in Modern Europe</td>
</tr>
<tr>
<td>CLB109</td>
<td>World Regions</td>
</tr>
<tr>
<td>CLB112</td>
<td>South East Asia in Focus</td>
</tr>
<tr>
<td>MGB454</td>
<td>Science, Technology and Society</td>
</tr>
<tr>
<td>SCB110</td>
<td>Science Concepts and Global Systems</td>
</tr>
</tbody>
</table>

### Major in the Bachelor of Arts - Society and Change

#### Society and Change
- Seven (7) units are required for an Society and Change (SCH) Major. These can include units completed in the SCH Major up to 2009 as well as any completed from the following list.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLB107</td>
<td>The Classical World</td>
</tr>
<tr>
<td>CLB110</td>
<td>Environment and Society</td>
</tr>
<tr>
<td>CLB111</td>
<td>Environmental Hazards</td>
</tr>
<tr>
<td>JSB171</td>
<td>Justice and Society</td>
</tr>
<tr>
<td>KMB003</td>
<td>Sex Drugs Rock 'n' roll</td>
</tr>
<tr>
<td>MDB454</td>
<td>Science, Technology and Society</td>
</tr>
<tr>
<td>PUB209</td>
<td>Health, Culture and Society</td>
</tr>
<tr>
<td>PYB067</td>
<td>Human Sexuality</td>
</tr>
<tr>
<td>SCB110</td>
<td>Science Concepts and Global Systems</td>
</tr>
<tr>
<td>SWB102</td>
<td>The Human Condition</td>
</tr>
<tr>
<td>SWB104</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>SWB212</td>
<td>Community Work</td>
</tr>
<tr>
<td>SWB241</td>
<td>Team Practice and Group Processes</td>
</tr>
<tr>
<td>SWB222</td>
<td>Advanced Communication for Human Services</td>
</tr>
<tr>
<td>SWB223</td>
<td>People, Society and Social Work</td>
</tr>
<tr>
<td>SWB302</td>
<td>Social Policy Processes</td>
</tr>
</tbody>
</table>

### Major in the Bachelor of Arts - Ethics and Human Rights

#### Ethics and Human Rights
- Seven (7) units are required for an Ethics and Human Rights Major. These can include units completed in the Ethics and Human Rights Major up to 2009 as well as any completed from the following list.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>CLB104</td>
<td>Colonialism and Independence in Asia-Pacific</td>
</tr>
</tbody>
</table>

Published on: 16 May 2011  
Page 6/27
Major in the Bachelor of Arts - Community Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JSB171</td>
<td>Justice and Society</td>
</tr>
<tr>
<td>JSB175</td>
<td>Social Ethics and the Justice System</td>
</tr>
<tr>
<td>LWS101</td>
<td>Ethics Law and Health Care</td>
</tr>
<tr>
<td>NSB113</td>
<td>Diversity and Health: Introduction to Indigenous and Multicultural Perspectives</td>
</tr>
<tr>
<td>PUB486</td>
<td>Ethics and the Law in Health Service Delivery</td>
</tr>
<tr>
<td>SWB105</td>
<td>Introduction to Human Rights and Ethics</td>
</tr>
<tr>
<td>SWB219</td>
<td>Ethical and Legal Dimensions of Human Services and Social Work</td>
</tr>
</tbody>
</table>

Major in the Bachelor of Arts - Australian Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLB101</td>
<td>Australian Society and Culture</td>
</tr>
<tr>
<td>CLB102</td>
<td>Australian Historical Studies</td>
</tr>
<tr>
<td>CLB105</td>
<td>Australia and the South Pacific</td>
</tr>
<tr>
<td>CLB113</td>
<td>Australian Geographical Studies</td>
</tr>
<tr>
<td>EDB038</td>
<td>Indigenous Australian Culture Studies</td>
</tr>
<tr>
<td>EDB039</td>
<td>Indigenous Politics and Political Culture</td>
</tr>
<tr>
<td>EDB041</td>
<td>Indigenous Australia: Country, Kin and Culture</td>
</tr>
</tbody>
</table>

Discipline Major - Geography and Environmental Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLB109</td>
<td>World Regions</td>
</tr>
<tr>
<td>CLB110</td>
<td>Environment and Society</td>
</tr>
<tr>
<td>CLB111</td>
<td>Environmental Hazards</td>
</tr>
<tr>
<td>CLB112</td>
<td>South East Asia in Focus</td>
</tr>
<tr>
<td>CLB113</td>
<td>Australian Geographical Studies</td>
</tr>
<tr>
<td>CLB114</td>
<td>Geography in the Field</td>
</tr>
<tr>
<td>SCB110</td>
<td>Science Concepts and Global Systems</td>
</tr>
<tr>
<td>UDB164</td>
<td>Population and Urban Studies</td>
</tr>
<tr>
<td>UDB281</td>
<td>Geographic Information Systems</td>
</tr>
<tr>
<td>UDB282</td>
<td>Remote Sensing</td>
</tr>
</tbody>
</table>

Discipline Major - History

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLB101</td>
<td>Australian Society and Culture</td>
</tr>
<tr>
<td>CLB102</td>
<td>Australian Historical Studies</td>
</tr>
<tr>
<td>CLB103</td>
<td>Interpreting the Past</td>
</tr>
<tr>
<td>CLB104</td>
<td>Colonialism and Independence in Asia-Pacific</td>
</tr>
<tr>
<td>CLB105</td>
<td>Australia and the South Pacific</td>
</tr>
</tbody>
</table>

Seven (7) units are required for an Australian Studies Major. These can include units completed in the Australian Studies Major up to 2009 as well as any completed from the following list.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLB101</td>
<td>Australian Society and Culture</td>
</tr>
<tr>
<td>CLB102</td>
<td>Australian Historical Studies</td>
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<tr>
<td>CLB105</td>
<td>Australia and the South Pacific</td>
</tr>
<tr>
<td>CLB113</td>
<td>Australian Geographical Studies</td>
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<tr>
<td>EDB038</td>
<td>Indigenous Australian Culture Studies</td>
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<tr>
<td>EDB039</td>
<td>Indigenous Politics and Political Culture</td>
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<tr>
<td>EDB041</td>
<td>Indigenous Australia: Country, Kin and Culture</td>
</tr>
</tbody>
</table>

Six (6) units are required for a Geography and Environmental Studies Discipline Major. These can include units completed in the Geography and Environmental Studies Discipline Major up to 2009 as well as any completed from the following list.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLB109</td>
<td>World Regions</td>
</tr>
<tr>
<td>CLB110</td>
<td>Environment and Society</td>
</tr>
<tr>
<td>CLB111</td>
<td>Environmental Hazards</td>
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<tr>
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</tr>
<tr>
<td>CLB113</td>
<td>Australian Geographical Studies</td>
</tr>
<tr>
<td>CLB114</td>
<td>Geography in the Field</td>
</tr>
<tr>
<td>SCB110</td>
<td>Science Concepts and Global Systems</td>
</tr>
<tr>
<td>UDB164</td>
<td>Population and Urban Studies</td>
</tr>
<tr>
<td>UDB281</td>
<td>Geographic Information Systems</td>
</tr>
<tr>
<td>UDB282</td>
<td>Remote Sensing</td>
</tr>
</tbody>
</table>

Six (6) units are required for a History Discipline Major. These can include units completed in the History Discipline Major up to 2009 as well as any completed from the following list.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLB101</td>
<td>Australian Society and Culture</td>
</tr>
<tr>
<td>CLB102</td>
<td>Australian Historical Studies</td>
</tr>
<tr>
<td>CLB103</td>
<td>Interpreting the Past</td>
</tr>
<tr>
<td>CLB104</td>
<td>Colonialism and Independence in Asia-Pacific</td>
</tr>
<tr>
<td>CLB105</td>
<td>Australia and the South Pacific</td>
</tr>
</tbody>
</table>
CLB106  Modern China  
CLB107  The Classical World  
CLB108  Nations and Nationalism in Modern Europe  

**Discipline Major - Languages**

**LANGUAGES**

All Language units, apart from Mandarin and the Overseas Units, are now taught at the University of Queensland. QUT students study at UQ though cross institutional enrolment. Any queries on the Language units should be directed to the Faculty of Business.

**Mandarin**

Six sequenced units are required for a Mandarin Discipline Major. These can include units completed in the Mandarin Discipline Major up to 2009 as well as those from the following list:

- AMB030 Mandarin for Chinese  
- AMB031 Mandarin 1  
- AMB032 Mandarin 2  
- AMB033 Mandarin 3  
- AMB034 Mandarin 4  
- AMB035 Mandarin 5  
- AMB036 Mandarin 6  
- AMB037 Mandarin 7  
- AMB038 Mandarin 8

**Overseas Units - All Languages**

- AMB041 International Intensive Program  
- AMB042 International Summer School or Equivalent  
- AMB043 In-Country Study - A  
- AMB044 In-Country Study - B

**French**

The following units are taught at UQ. Six sequenced units are required for a French Discipline Major. These can include units completed in the French Discipline Major up to 2009 as well as those from the following list:

- FREN101 French 1/Introductory French A  
- FREN102 French 2/Introductory French B  
- FREN201 French 3/Intermediate French A  
- FREN311 French Language A  
- FREN202 French 4/Intermediate French B

**OR**

- FREN311 French Language B  
- FREN311 French 5/French Language C  
- FREN311 French 6/French Language D  
- FREN311 French 7/Advanced French Language **  
- FREN333 French for Business  
- FREN336 Le cinema en Francais  
- FREN312 French 8/Advanced Oral French  
- FREN321 Litterature et modernite  
- FREN331 Introduction to French > English Translation  
- FREN335 Litterature Contemporaine

**German**

The following units are taught at UQ. Six sequenced units are required for a German Discipline Major. These can include units completed in the German Discipline Major up to 2009 as well as those from the following list:

- GRMN101 German 1/Introductory German Language 1  
- GRMN102 German 2/Introductory German Language 2  
- GRMN201 German 3/Continuing German Language 1  
- GRMN202 German 4/Continuing German Language 2  
- GRMN301 German 5/Advanced German Language 1  
- GRMN302 German 6/Advanced German Language 2  
- GRMN311 German 7/Advanced German Language 3
Japanese

The following units are taught at UQ. Six sequenced units are required for a Japanese Discipline Major. These can include units completed in the Japanese Discipline Major up to 2009 as well as those from the following list:

JAPN1011 Japanese 1/Introductory Japanese 1
JAPN2011 Japanese 2/Introductory Japanese 2
JAPN2101 Japanese 3/Intermediate Japanese 1
JAPN3001 Japanese 4/Intermediate Japanese 2
JAPN3101 Japanese 5/Continuing Japanese 3
JAPN3102 Japanese 6/Continuing Japanese 4
JAPN3200 Japanese 7/Multimedia Japanese
OR
JAPN3240 Modern Literary Texts
OR
JAPN3210 Polite Japanese Written & Spoken Styles
JAPN3500 Japanese 8/Language and Society in Japan

Indonesian

The following units are taught at UQ. Six sequenced units are required for an Indonesian Discipline Major. These can include units completed in the Indonesian Discipline Major up to 2009 as well as those from the following list:

IND1000 Indonesian 1/Introductory Indonesian A
INDN1001 Indonesian 2/Introductory Indonesian B
INDN2000 Indonesian 3/Intermediate Indonesian A
INDN2001 Indonesian 4/Intermediate Indonesian B
INDN3000 Indonesian 5/Advanced Indonesian A
INDN3001 Indonesian 6/Advanced Indonesian B
INDN3003 Indonesian 7/Indonesian Through the Media
INDN3005 Indonesian 8/Indonesian Translation B

Discipline Major - Social Science

SOCIAL SCIENCE

The Social Science Discipline Major comprises Sociology and Political Studies units. Six (6) units are required for a Social Science Discipline Major. These can include units completed in the Social Science Discipline Major up to 2009 as well as any completed from the following list.

Sociology

CLB403 Gender And Sexuality Issues For Teachers
JSB272 Theories of Crime
JSB372 Youth Justice
JSB378 Drugs and Crime
JSB971 Gender Crime and the Criminal Justice System
KMB003 Sex Drugs Rock 'n' roll
MDB454 Science, Technology and Society
PYB067 Human Sexuality
PUB209 Health, Culture and Society
SWB216 The Human Dimensions of Space

Political Studies

EDB039 Indigenous Politics and Political Culture
JSB271 Policy Governance and Justice
KCB302 Political Communication
SWB218 Social Change, Politics, Policy and Activism
SWB302 Social Policy Processes

Course Updates - List of re-coded and replacement Business units

Faculty Core units

BSB114 is replaced by BSB124 Working in Business
BSB115 now retitled BSB115 Management
BSB119 now retitled BSB119 Global Business
BSB122 is replaced by BSB123 Data Analysis

Accountancy Core units

AYB121 is now AYB200 Financial Accounting AYB121
AYB220 is now AYB340 Company Accounting AYB220
AYB301 now retitled AYB301 Audit and Assurance

Advertising Core units

AMB221 is now AMB318 Advertising Copywriting
AMB222 is now AMB319 Media Planning
AMB321 is now AMB339 Advertising Campaigns

Banking and Finance Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102 now retitled EFB223 Economics 2

Economics Core units

EFB101 is replaced by EFB222 Quantitative Methods for Economics and Finance
EFB102 now retitled EFB223 Economics 2
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB314 is replaced by EFB336 International Economics
EFB329 is now EFB338 Contemporary Application of Economic

Electronic Business Core units
BSB212 is replaced by AYB114 Business Technologies
BSB213 is replaced by AYB115 Governance Issues and Fraud
BSB314 is replaced by Forensic and Business Intelligence
ITB233 is now INB312 Enterprise Systems Application
ITB823 is now INB380 Web Sites for E-Commerce
ITB239 is now INB342 Enterprise Data Mining

Human Resource Management Core units
MGB220 now retitled MGB220 Business Research Methods
MGB221 is now MGB339 Performance and Reward

International Business Core units
IBB202 is replaced by EFB240 Finance for International Business
IBB208 is still offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210 is now replaced by AMB210 Importing and Exporting
IBB213 is now AMB336 International Marketing
IBB217 is still offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300 is now AMB369 International Business Strategy
IBB308 is replaced by MGB340 International Business in the Asia-Pacific

Management Core units
MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334

Marketing Core units
AMB241 is now AMB335 E-Marketing Strategies
AMB341 is now AMB359 Strategic Marketing

Public Relations Core units

Business Law and Tax Extended Major (BLX)
AYB223 replaced by AYB230 Corporations Law
AYB325 is now AYB219 Taxation Law
AYB305 is replaced by AYB205 Law of Business Entities
AYB312 is now AYB232 Financial Institutions

Professional Accounting Extended Major (PAX)
AYB223 is replaced by AYB230 Corporations Law
AYB325 is now AYB219 Taxation Law

Advertising Extended Major (ADX)
AMB230 now retitled AMB230 Digital Promotions
AMB330 now retitled AMB330 Advertising Planning Portfolio

Banking Extended Major (BFX)
AYB312 is now AYB232 Financial Institutions Law
EFB200 is replaced by EFB333 Introductory Econometrics
EFB318 is replaced by EFB335 Investments

Financial Economics Extended Major (FEX) (for Banking & Finance Students)
EFB200 is replaced by EFB333 Introductory Econometrics
EFB202 is replaced by EFB330 Intermediate Macroeconomics
EFB211 is replaced by EFB331 Intermediate Microeconomics
EFB325 is replaced by EFB336 International Economics
EFB318 is replaced by EFB335 Investments
EFB324 is replaced by EFB337 Game Theory and Applications

Financial Economics Extended Major (FEX) (for Economics Students)
EFB200 is replaced by EFB333 Introductory Econometrics
EFB324 is replaced by EFB201 Financial Markets
EFB325 is replaced by EFB337 Game Theory and Applications
<table>
<thead>
<tr>
<th>Major</th>
<th>Replacement</th>
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<tbody>
<tr>
<td><strong>Funds Management Extended Major (FDX)</strong></td>
<td>EFB318 is replaced by EFB335 Investments</td>
</tr>
<tr>
<td></td>
<td>AYB312 is now AYB232 Financial Institutions Law</td>
</tr>
<tr>
<td></td>
<td>EFB200 is replaced by EFB333 Introductory Econometrics</td>
</tr>
<tr>
<td><strong>Human Resource Management Extended Major (HRX)</strong></td>
<td>MGB315 is now MGB370 Personal and Professional Development</td>
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<tr>
<td></td>
<td>IBB205 is now MGB225 Intercultural Communication and Negotiation Skills</td>
</tr>
<tr>
<td></td>
<td>MGB310 Sustainability in a Changing Environment was formerly known as MGB212 and MGB334</td>
</tr>
<tr>
<td><strong>International Business Extended Major (IBX)</strong></td>
<td>IBB205 is now MGB225 Intercultural Communication and Negotiation Skills</td>
</tr>
<tr>
<td></td>
<td>IBB303 is now AMB303 International Logistics</td>
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<tr>
<td></td>
<td>AMB230 now retitled AMB230 Digital Promotions</td>
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<tr>
<td></td>
<td>IBB312 is replaced by AMB300 Independent Project 1</td>
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<tr>
<td><strong>Management Extended Major (MNX)</strong></td>
<td>IBB205 is now MGB225 Intercultural Communication and Negotiation Skills</td>
</tr>
<tr>
<td></td>
<td>MGB218 is now MGB324 Managing Business Growth</td>
</tr>
<tr>
<td></td>
<td>MGB315 is now MGB370 Personal &amp; Professional Development</td>
</tr>
<tr>
<td></td>
<td>IBB210 is replaced by AMB210 Import and Exporting</td>
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<tr>
<td></td>
<td>IBB303 is now AMB303 International Logistics</td>
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<tr>
<td><strong>Marketing Extended Major (MKX)</strong></td>
<td>AMB251 now retitled AMB251 Innovation and Brand Management</td>
</tr>
<tr>
<td></td>
<td>AMB260 is replaced by AMB263 Introduction to Public Relations</td>
</tr>
<tr>
<td></td>
<td>AMB351 is now AMB209 Tourism Marketing</td>
</tr>
<tr>
<td></td>
<td>AMB352 is replaced by AMB252 Business Decision Making</td>
</tr>
<tr>
<td></td>
<td>AMB354 is now AMB208 Events Marketing</td>
</tr>
<tr>
<td></td>
<td>IBB213 is now AMB336 International Marketing</td>
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<tr>
<td></td>
<td>IBB303 is now AMB303 International Logistics</td>
</tr>
<tr>
<td><strong>Public Relations Extended Major (PRX)</strong></td>
<td>AMB370 is replaced by AMB374 Global Public Relations Cases</td>
</tr>
<tr>
<td></td>
<td>AMB371 is replaced by AMB375 Public Relations Management</td>
</tr>
<tr>
<td><strong>Business Law and Tax Specialisation (BLS)</strong></td>
<td>AYB223 is replaced by AYB230 Corporations Law</td>
</tr>
<tr>
<td></td>
<td>AYB325 is now AYB219 Taxation Law</td>
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<tr>
<td></td>
<td>AYB305 is now AYB205 Company Law &amp; Practice</td>
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<tr>
<td></td>
<td>AYB312 is now AYB232 Financial Institutions Law</td>
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<td></td>
<td>BSB213 is now AYB115 Governance Issues in E-Business</td>
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<tr>
<td><strong>Electronic Business Specialisation (EUS)</strong></td>
<td>BSB212 is replaced by AYB114 Business Technologies</td>
</tr>
<tr>
<td></td>
<td>BSB213 is replaced by AYB115 Governance Issues and Fraud</td>
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<tr>
<td></td>
<td>BSB314 is replaced by AYB341 Forensic and Business Intelligence</td>
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<tr>
<td></td>
<td>ITB233 is now INB312 Enterprise Systems Applications</td>
</tr>
<tr>
<td></td>
<td>ITB823 is now INB830 Web Sites for E-Commerce</td>
</tr>
<tr>
<td></td>
<td>ITB239 is now INB342 Enterprise Data Mining</td>
</tr>
<tr>
<td><strong>Financial Economics Specialisation (FES)</strong></td>
<td>EFB102 is replaced by EFB223 Economics 2</td>
</tr>
<tr>
<td></td>
<td>EFB202 is replaced by EFB330 Intermediate Macroeconomics</td>
</tr>
<tr>
<td></td>
<td>EFB211 is replaced by EFB331 Intermediate Microeconomics</td>
</tr>
<tr>
<td></td>
<td>EFB329 is now 338 Contemporary Applications of Economics</td>
</tr>
<tr>
<td></td>
<td>EFB314 is replaced by EB336 International Economics</td>
</tr>
<tr>
<td></td>
<td>EFB324 is replaced by EFB201 Financial Markets</td>
</tr>
<tr>
<td></td>
<td>EFB325 is replaced by EFB337 Game Theory and Applications</td>
</tr>
<tr>
<td><strong>Integrated Marketing Communication Specialisation (IMS)</strong></td>
<td>AMB260 is replaced by AMB263 Introduction to Public Relations</td>
</tr>
<tr>
<td></td>
<td>AMB230 now retitled AMB230 Digital Promotions</td>
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<tr>
<td></td>
<td>AMB354 is now AMB208 Events Marketing</td>
</tr>
<tr>
<td><strong>International Logistics Specialisation (ILG)</strong></td>
<td>IBB303 is now AMB303 International Logistics</td>
</tr>
<tr>
<td></td>
<td>BSB314 is replaced by AYB341 Forensic and Business Intelligence</td>
</tr>
<tr>
<td></td>
<td>IBB210 is replaced by AMB210 Importing and Exporting</td>
</tr>
<tr>
<td></td>
<td>EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 &amp; 2)</td>
</tr>
<tr>
<td><strong>Sales Specialisation (SALES)</strong></td>
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</table>

Published on: 16 May 2011
Page 11/27
UNIT SYNOPSES

AMB030 MANDARIN FOR CHINESE
In this unit students will receive instructions in listening and speaking Putonghua, reading and writing Pinyin Romanisation and reading and writing simplified characters. They learn differences in structure and nuance between their native dialect and Putonghua.

Prerequisites: HHB050 and HUB450
Equivalents: HHB030
Credit points: 12
Campus: Gardens Point

AMB031 MANDARIN 1
This unit introduces students who have little or no prior knowledge of Chinese Mandarin to the four macro skills of listening, speaking, reading and writing through an integrated communicative approach to teaching. Content will include: the Mandarin sound and tonal systems; the Pinyin Romanisation system; introduction to Chinese character writing, greetings and introductions; family, identification of nationalities, places and objects, locations and directions.

Prerequisites: HHB051 and HUB453
Equivalents: HHB031
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SUM-1

AMB032 MANDARIN 2
This subject continues to develop the four macro skills of listening, speaking, reading and writing through an integrated communicative approach. While there is further consolidation of the knowledge of the Pinyin Romanisation system, greater attention is devoted to the reading and writing of characters. With acquisition of language, students receive further exposure to aspects and characteristics of Chinese culture.

Prerequisites: AMB031 or HHB031 or HUB453 or HHB051
Antirequisites: HHB052, HUB454
Equivalents: HHB032
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-2

AMB033 MANDARIN 3
This unit is designed to meet student needs to further develop their basic knowledge and skills for understanding, speaking, reading and writing Mandarin Chinese in a wide range of everyday situations. Eligible students are those who have: successfully completed introductory Mandarin units HHB031/AMB031 and HHB032/AMB032 at QUT; or successfully completed equivalent Mandarin study elsewhere. Graduates from high schools who have completed Year 12 Mandarin should also enrol in this unit. (Students who have undergone primary and secondary education in China and Taiwan are not eligible for this unit. Students who cannot speak Mandarin Chinese but can read and write Chinese script are not eligible either. They should enrol in AMB030 Mandarin for Chinese.)

Prerequisites: AMB032 or HHB032
Equivalents: HHB033
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1

AMB034 MANDARIN 4
This unit follows on from AMB033. Students further develop their knowledge and skills needed to understand, speak, read and write Mandarin Chinese in a wide range of everyday situations and to give presentations on given topics. Resources include textbook, workbook, CDs, DVDs and online multimedia materials. Students learn about 400 Chinese characters and have further exposure to various aspects of Chinese society and culture.

Prerequisites: AMB033 or HHB033
Equivalents: HHB034
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-2

AMB035 MANDARIN 5
This unit develops students’ communication skills in using Mandarin Chinese at the intermediate level. It provides students with opportunities to further practise and consolidate what they have learned in the previous units, and at the same time it expands students’ knowledge and skills by engaging them in learning new contents and in participating in various types of communicative tasks. Students are exposed to a wide range of topics of interest to them about Chinese society and culture. Resources include textbook, workbook, CDs, DVDs and online multimedia programs.

Prerequisites: AMB034 or HHB034
Credit points: 12

AMB036 MANDARIN 6
This unit continues on from the first semester. It provides Mandarin language instruction and interaction at the intermediate level. It allows students to discuss various aspects of Chinese society and culture in relation to the society and culture they come from and familiar with. Resources include textbook, workbook, CDs, DVDs and online multimedia programs.

Prerequisites: AMB035
Credit points: 12

AMB037 MANDARIN 7
This unit primarily builds on the language skills students have acquired at the intermediate level. It provides further language instruction and interaction for those students who...
want to develop their communication skills even further in Mandarin Chinese to an advanced level. Apart from set materials, students are also encouraged to make full use of online recourses and current computer technology to research on topics of their interest about Chinese language, society and culture. In accordance with student makeup, business Chinese may be included.

**Prerequisites:** AMB036  Credit points: 12

**AMB038 MANDARIN 8**

This unit follows on from the first semester. It provides further language instruction and interaction for those students who want to proceed to an advanced proficiency level in Mandarin Chinese. Apart from set materials, students are also encouraged to make full use of online recourses and current computer technology to research on topics of their interest about Chinese language, culture and society. In accordance with student makeup, business Chinese may be included.

**Prerequisites:** AMB037  Credit points: 12

**AMB041 INTERNATIONAL INTENSIVE PROGRAM**

**Equivalents:** HHB056  Credit points: 12  Teaching period: 2010 SEM-2

**AMB042 INTERNATIONAL SUMMER SCHOOL OR EQUIVALENT**

**Equivalents:** HHB057  Credit points: 12  Teaching period: 2010 SEM-2 and 2010 SUM

**AMB043 IN-COUNTRY STUDY - A**

This unit involves an approved course of study at a designated foreign institution for one semester.

**Equivalents:** HHB058  **Other requisites:** Subject to Unit Coordinator approval. Students are required to have completed (AMB031 or HHB031) and (AMB032 or HHB031), GPA of 4.5 or above and completion of 96 credit points of approved study.  Credit points: 48  **Teaching period:** 2010 SEM-1

**AMB044 IN-COUNTRY STUDY - B**

This unit involves an approved course of study at a designated foreign institution for one semester.

**Prerequisites:** AMB043  **Equivalents:** HHB059  Credit points: 48  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**AMB200 CONSUMER BEHAVIOUR**

This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  **Antirequisites:** MIB204  **Equivalents:** CTB200  Credit points: 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMB201 MARKETING AND AUDIENCE RESEARCH**

This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  **Antirequisites:** MIB305, MGB220, COB334  **Equivalents:** CTB201  Credit points: 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AMB210 IMPORTING AND EXPORTING**

Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia’s economic development.

This provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.

**Prerequisites:** BSB119 or CTB119  **Equivalents:** IBB210  Credit points: 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB220 ADVERTISING THEORY AND PRACTICE**

This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a
preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117

**Antirequisites:** COB308

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB261 MEDIA RELATIONS AND PUBLICITY**

This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.

**Prerequisite(s):** AMB260

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Incompatible with:** COB329

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**AMB262 PUBLIC RELATIONS WRITING**

This unit will introduce students to a range of public relations writing needs. With heavy practical emphasis, the students will create a substantial portfolio of writing across controlled and uncontrolled media. Writing for print and electronic forms is covered as well as new/interactive media. The writing process will be examined from the perspective of audience needs and emphasis will be placed on the research components of the writing exercise as well as the writing/rewriting cycle.

**Prerequisite(s):** AMB260

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2009 SEM-1

**Incompatible with:** COB326

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**AMB263 INTRODUCTION TO PUBLIC RELATIONS**

This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117

**Antirequisites:** AMB260

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB318 ADVERTISING COPYWRITING**

**Prerequisites:** AMB220 or COB308

**Equivalents:** AMB221

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB319 MEDIA PLANNING**

This unit takes the perspective of the Advertising Manager and addresses the uses of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB336 INTERNATIONAL MARKETING**

**Prerequisites:** AMB240, CTB240, AMB210, or IBB210

**Equivalents:** IBB213

**Credit points:** 12

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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**AMB339 ADVERTISING CAMPAIGNS**

**Prerequisites:** AMB320 and AMB330

**Equivalents:** AMB321

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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**AMB361 PUBLIC RELATIONS CAMPAIGNS**

This unit focuses on the public relations campaign planning process from problem identification and research through to strategy development, campaign development and evaluation. It is designed to meet the students' interests in understanding how various campaign elements come together and to test their ability to integrate their prior learning in the introductory theory and practice units. To service the practice elements of public relations implementation, the unit incorporates a number of client service aspects. Students are expected to research, develop and present their plans. This unit incorporates real world clients to enhance the students' portfolios.

**Prerequisite(s):** AMB201 or MGB220 or CTB201, AMB261 and AMB262

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Incompatible with:** COB323, AMB381
AMB369 INTERNATIONAL BUSINESS STRATEGY
'This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.'
Prerequisites: AMB336, AMB303, IBB303, or IBB213
Equivalents: IBB300 Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.
Prerequisites: (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)
Equivalents: AMB360
Credit points: 12
Teaching period: 2010 SEM-1 and 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.
Prerequisites: BSD110, CNB293, UDB342
Equivalents: CTB110
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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.
Prerequisites: AYB120
Equivalents: CTB111
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
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 cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.
Prerequisites: BSD113
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

BSB114 GOVERNMENT, BUSINESS AND SOCIETY
This unit provides a basic grounding in the principles, institutions and functions of government and their interactions with business and society. Its principal focus is the structure and key features of Australia's constitutional and government framework including the judicial and administrative processes, especially as they affect business. Students develop a comparative appreciation of the principles, institutional arrangements and practices of contemporary government in a global context. This includes consideration of law-making and policy processes and the impact of the changing national and international environment.
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Incompatible with: HUB694, HUB682, SSB028, BSD114, CTB114

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 environment.
Prerequisites: BSD115
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

### BSB122 QUANTITATIVE ANALYSIS AND FINANCE

To maintain the competitiveness of, and add value to, an organisation, today’s managers have to make critical business and financial decisions. This unit is a preliminary study of the techniques for analysing business information, and will provide students with a framework for understanding the fundamentals of business and financial decision making. Topics include the following: the basic techniques of organising and analysing data; the application of probability and probability distributions; understanding a firm's investing, financing and dividend decisions; and the three main ideas underpinning financial decisions (time value of money, diversification and arbitrage).

**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Incompatible with:** BSB117, CTB122

### 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  
**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

### BSB212 ELECTRONIC BUSINESS APPLICATIONS

This unit looks at the ways in which organisations adopt and use various electronic business applications in areas of e-commerce, business-to-consumer, business-to-business and intra-business relations. Business models and their impact in various industries are analysed, enabling students to assess the underlying business case, and determine the model's viability in a competitive environment. The issues associated with front-end and back-end e-business applications are considered.

**Prerequisite(s):** BSB112 or CTB112 or BSB119 or CTB119 or equivalent  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** AYB333, CTB212

### BSB213 GOVERNANCE ISSUES IN E-BUSINESS

This unit introduces students to a wide range of information technology governance issues which confront business professionals during the implementation and operation of e-business strategies. It aims to provide e-business and IT professionals with an understanding of current IT 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.

**Prerequisite(s):** Business students: BSB111 or CTB111 and BSB119 or CTB119. Other students: 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** AYB332, CTB213
BSB314 E-BUSINESS INTELLIGENCE
This unit looks at corporate strategic decisions and the information technology decision support systems and e-business intelligence needed to support management in this process. Group and enterprise IT decisions systems, data warehousing and corporate portals will be examined together with e-business intelligence applications. SAS software skills for decision support and data mining and visualisation will be covered. An introduction to advanced intelligent systems, artificial intelligence and knowledge based support systems will also form part of the unit.
Prerequisite(s): 96 credit points of prescribed study in a degree program
Equivalents: HHB121
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

CLB049 THE GLOBAL TEACHER
This unit enhances the skills of educators to design curriculum and pedagogy in ways that address global citizenship and educational and human rights.
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

CLB101 AUSTRALIAN SOCIETY AND CULTURE
This unit is designed to provide overseas and Australian students with an understanding of Australian culture and values. It offers insights and understandings about issues that divide Australians as well as events and circumstances that unite the nation.
Equivalents: HHB106, HHB108
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

CLB102 AUSTRALIAN HISTORICAL STUDIES
There are now competing ideologies and contexts shaping, dominating and influencing the way we think historically about Australia. This unit presents a past in Australia that is constructed, invented, contested and open to interpretation.
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

CLB103 INTERPRETING THE PAST
For the purposes of this unit, 'history' will be taken to mean a set of practices developed by professional historians to produce knowledge about the past. The study of these practices promotes understandings of how historians set about their work, the rules that govern their methods, the reliability of historical knowledge and the value of history socially and culturally.
Equivalents: HHB121
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

CLB104 COLONIALISM AND INDEPENDENCE IN ASIA-PACIFIC
This unit provides a general introduction to the history, geography and cultures of the Asia-Pacific region. It traces the rise and decline of colonial empires, the growth of nationalism in East Asia, Southeast Asia and the Pacific and the dynamic policies of the Asia-Pacific and their search for identity, independence, growth and stability.
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

CLB105 AUSTRALIA AND THE SOUTH PACIFIC
This unit is based on a critical study of the evolving relationship between Australia and the Pacific Islands. The key issue in this unit is: does Australia have a Pacific history?
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

CLB106 MODERN CHINA
The unit provides students with the knowledge of how China, formerly a Dynastic Empire, was disempowered by Western Imperialism, only to obtain independence through the governmental embrace of Communism. The role of powerful individuals in determining China's destiny, and an understanding of how the country's fortunes changed over time are additional features of the content.
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

CLB107 THE CLASSICAL WORLD
The aim of this unit is to endeavour to explain/understand particular societies and their transition in the Classical World, by focusing attention on selected periods, aspects and individuals pertaining to ancient Greece and Rome.
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

CLB108 NATIONS AND NATIONALISM IN MODERN EUROPE
This unit will develop an understanding of matters pertinent to the evolution of nationalism in Europe in the modern era. This will include the influence of social movements and cultural and economic issues.
Equivalents: HHB260
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2010 SEM-1

CLB109 WORLD REGIONS
This unit offers an introductory geographical overview of global regions. This is an excellent basis from which to develop an understanding of complex interrelationships
between regions and nations. The integrated knowledge gained is of current and practical value to professionals in many fields requiring a knowledge of international affairs including teachers, planners, journalists, business managers and travellers and people in general.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-1

**CLB110 ENVIRONMENT AND SOCIETY**
People and nature interact to create distinctive and dynamic places and landscapes. Applied geography, with its integrating perspective and skills-base, helps us to understand this. The discipline hence addresses some of our most pressing social and environmental problems. Geography objectively views human activities, natural systems and their inter-relationships in terms of consequent spatial patterns and impacts on landscapes, regions and places.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-2

**CLB111 ENVIRONMENTAL HAZARDS**
This unit takes a geographical perspective to investigate the characteristics and distribution of environmental hazards, patterns of risk and vulnerability, and how people perceive, manage and adjust to hazardous environments.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-2

**CLB112 SOUTH EAST ASIA IN FOCUS**
Australia's interaction with Southeast Asia, including our most populous nearest neighbour, Indonesia, continues to increase in significance. This unit examines aspects of Southeast Asian geography, environment, society and culture, in a contemporary framework.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-1

**CLB113 AUSTRALIAN GEOGRAPHICAL STUDIES**
Australia faces challenging problems and changes in relation to its changing population, socio-economic development and environmental sustainability. Many of these problems, relating to land-use and settlement patterns, migration trends, resource and hazard distribution, regional socio-economic structure, remoteness and accessibility etc, have a geographical basis. The aim is to describe and analyse, Australia's natural and social landscapes, their interaction, and the changes occurring in them from a geographical perspective.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-1

**CLB114 GEOGRAPHY IN THE FIELD**
The unit builds upon the geography program to develop advanced understanding of social science research approaches and information capture/analysis. This provides a foundation in research and project design, relevant to a wide range of professions. You will develop skills in the preparation of project grant applications and in presenting a research plan orally.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-2

**CLB403 GENDER AND SEXUALITY ISSUES FOR TEACHERS**
This unit addresses the following topics: gender and sexualities in cultural and school contexts; historical overview of gender relations; theoretical frameworks for gender and current debates in Australia about gender and equity; femininity and masculinity as social constructs; sexuality and the body; violence and gender; debates about boys' behaviour and performance in Australian schools.

**Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Internet, Kelvin Grove and External    **Teaching period:** 2010 SEM-2

**EDB038 INDIGENOUS AUSTRALIAN CULTURE STUDIES**
This unit encourages an appreciation of the two distinct indigenous cultures of Australia and how external forces to Aboriginal and Torres Strait Islander cultures caused social, economic and political changes. It looks at traditional family life and organisation.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-1

**EDB039 INDIGENOUS POLITICS AND POLITICAL CULTURE**
This unit examines issues and influences underlying the world of indigenous politics: political representation; land rights; health; education; community development; criminal justice; culture and heritage. This unit has an Australian focus with New Zealand and North American comparisons.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-2

**EDB040 INDIGENOUS KNOWLEDGE: RESEARCH ETHICS AND PROTOCOLS**
This unit provides students with a critical examination of the major ethical and moral issues arising from the designing and conducting of research 'on/in' Australian Indigenous people/communities or issues. The unit examines the calls by Indigenous researchers for the decolonising of research methods - a process which critically examines the historical and philosophical bases of Western research and the frustrations of Indigenous researchers with various Western paradigms, academic traditions and methodologies.

**Credit points:** 12    **Campus:** Kelvin Grove    **Teaching period:** 2010 SEM-1
EDB041 INDIGENOUS AUSTRALIA: COUNTRY, KIN AND CULTURE
This unit aims to expand understanding of issues of importance to Indigenous people and to relate those issues to the practices in human service agencies. The Oodgeroo staff and leaders from the Indigenous community will work with staff from Social Work and Human Services in presenting this unit.
Credit points: 12  Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB240 FINANCE FOR INTERNATIONAL BUSINESS
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.
Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)
Antirequisites: EFB312, MIB202  Equivalents: IBB202
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

IBB208 EUROPEAN BUSINESS DEVELOPMENT
This unit focuses on the major factors involved in the development of European business practices, organisational structures and government/business relations. Topics covered will include: demographic change; agriculture; trade and colonisation; transport and communications; financial institutions and capital accumulation; intellectual and religious movements; economic theories; the role of government; war and revolution; industrialisation; big business; the Great Depression; social change. Various countries will be used as case studies to illustrate the topics.
Prerequisite(s): BSB119 or CTB119 or BSB116  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: MIB208

IBB217 ASIAN BUSINESS DEVELOPMENT
This unit gives students an understanding of the historical foundations of the development of business in East and South East Asia. Material presented includes the traditional economic and social institutions in Asia and their changing impact on business since East Asia's integration into the international economy. Topics studied will include: the evolution of local firms and firm structures; the impact of western business and economic influences; local ideology and development policies; the rapid growth of Northeast Asia, the Asian NICs and ASEAN. The changing impact of the international economy upon business development within selected East Asian economies is a unifying theme of this unit.
Prerequisite(s): BSB119 or CTB119 or BSB116  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: MIB200

ITB233 ENTERPRISE SYSTEMS APPLICATIONS
The aim of this unit is to introduce you to one of the more complex and comprehensive applications available to organisations (Enterprise Systems). This unit introduces the student to the business perspective of each module (FI, CO, PP, MM, SD and HR) 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 students to experience both the business analyst view and the user¿s view of the system across a number of business processes which includes elements of the configuration activities.
Prerequisite(s): ITB002/ITB116, Business: BSB119  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1

ITB239 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.
Prerequisite(s): IT: ITB004, Business: BSB212  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2

ITB883 WEB SITES FOR ELECTRONIC COMMERCE
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.
Prerequisite(s): BSB212  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2
JSB171 JUSTICE AND SOCIETY
The Justice degree is about producing competent justice professionals. In order to achieve this purpose, this degree combines knowledge of the criminal justice system with an understanding and appreciation of the complexities of social justice. The purpose of this unit is to introduce students to the structural parameters of social justice.
Equivalent: JSB331, JSB011, JSB101  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2010 SEM-1

JSB175 SOCIAL ETHICS AND THE JUSTICE SYSTEM
It is essential for those employed within the justice system to be able to competently and confidently work at the borders between ethics and the law. Ethical ability will enable practitioners to critically assess the moral status of current laws, to interpret acceptable standards of behaviour in situations not covered by the laws, and to develop shared understandings of moral responsibility in justice organizations and the wider community.
Equivalent: JSB134  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2010 SEM-1

JSB271 POLICY GOVERNANCE AND JUSTICE
This unit will enable you to become familiar with policy-making practices and wider issues of governance. The unit aims to introduce the theory and practice of public policy with an emphasis on policy issues relevant to criminal and social justice. It analyses processes in policy development such as policy formation, writing, implementation and evaluation. You will gain tools for participating in policy development processes in both the public and community sectors.
Equivalent: JSB251, JSB081  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2010 SEM-2

JSB272 THEORIES OF CRIME
The main aim of this unit is to introduce the student to the study of theoretical criminology. This unit will address the social context of crime but is not exclusively sociological. The study of criminology is essentially multi-disciplinary and this is reflected in the diversity of theoretical approaches. Theory is typically offered as distinct from methods of research, however, together they provide the foundation for policy and practice. The unit provides an analytical framework in order to critically assess the epistemological claims and justifications found in criminological theory. Criminological theories are viewed embedded governmental practices aimed at ensuring the regulation and control of particular ‘problem populations’.
Antirequisites: JSN113  Equivalent: JSB231, JSB018  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2010 SEM-1

JSB372 YOUTH JUSTICE
This unit is concerned with the way in which a ‘youth crime problem’ is constructed and the implications of this for particular cohorts of young people in contemporary Australia. It is also concerned with the administration and management of youth crime through formal systems designed to prevent and reduce unlawful acts. Particular attention is paid to the historical development of youth justice in Australia and to the changing nature of youth crime control across jurisdictions. Contemporary articulations of youth crime control are examined in relation to Queensland’s system of youth justice, particularly as this relates to young Indigenous people, young women and those from various social classes and ethnic groups. Theoretically, the unit takes as its starting point a genealogical analysis that focuses on questions of knowledge, power, regulation and discipline. These are discussed in relation to the contemporary government of young people in Australia and other ‘western’ countries.
Equivalent: JSB232, JSB041  Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2010 SEM-1

JSB378 DRUGS AND CRIME
Drugs, both legal and illegal, present many challenges to individuals, their families and communities as well as the criminal justice and health systems in Australia. This course examines issues and inter-relationships between drugs and crime. The course includes a detailed examination of drug use in Australia, including trends, patterns of usage and explanations for illicit drug use. A concentrated examination of the relationships between drugs and crime is a key focus as well as the current state of policy responses to drug control and prevention in Australia and internationally.
Credit points: 12  Teaching period: 2010 SEM-1

JSB971 GENDER CRIME AND THE CRIMINAL JUSTICE SYSTEM
This unit examines the experiences and treatment of men and women as criminals, victims and workers within the criminal justice system by asking whether and how: a) offending patterns vary according to gender, b) experiences of victimisation differ for men and women, c) the treatment and experiences of male and female offenders, victims and workers within the criminal justice system differ. Theories about crime, victimisation and criminal justice practice in relation to gender are also explored as are intersections between gender and Indigenous status. Recent developments in criminal justice policy and practice that could potentially effect future change with regard to gender inequities are critically examined.
Credit points: 12  Contact hours: 3  Campus: Gardens Point and External  Teaching period: 2010 SEM-1
KCB302 POLITICAL COMMUNICATION
This unit provides an overview of the theory and practice of political communication and the role of discursive strategies in the social construction of meaning, with particular reference to media and communications industries. The unit examines political campaigns in Australia and internationally, through a critical examination of theories of media influence, as well as notions of crisis management, rhetorical models, persuasion theory, and the use of images as a power resource to succeed in political campaigns. The unit explores how survey research helps the planning and development of political strategies through an analysis of their application in recent political campaigns.
Equivalents: KCB311 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KMB003 SEX DRUGS ROCK 'N' ROLL
In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.
Equivalents: KMB640 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2010 SEM-1

LWS101 ETHICS LAW AND HEALTH CARE
Nursing practice involves making decisions with and for others. This involves making evaluations of what is in the best interest of others, what are nurses' obligations to others and what will best protect or enhance their well-being. Hence, decision-making in nursing practice is bounded by normative considerations and these normative considerations fall into two groups: those constituted by the law and those constituted by ethics. This unit has been designed to provide for nursing students and practitioners an opportunity to develop a reflective understanding of the place of law and ethics in nursing and a professional awareness of current legal statutes and ethical discussions as they apply to nursing practice.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and Caboolture Teaching period: 2010 SEM-1 and 2010 SEM-2

MDB454 SCIENCE, TECHNOLOGY AND SOCIETY
This unit investigates the interactions and effects that exist between modern science, technology and society both from a social and historical viewpoint. Advances such as the advent of the Internet, genetic modification and nanotechnology are discussed within a context of globalisation, global communications and social change. The unit also includes a study of the nature of science and technology and the nature of scientific knowledge. A major feature of the unit involves groups of students developing and delivering 'a hypothetical' on a contemporary science and technology issue affecting society.
Credit points: 12 Campus: Kelvin Grove Teaching period: 2010 SEM-2

MGB207 HUMAN RESOURCE ISSUES AND STRATEGY
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.
Prerequisites: BSB115 or CTB115 Equivalents: CTB207 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.
Prerequisites: BSB115 or CTB115 Equivalents: CTB234 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB211 ORGANISATIONAL BEHAVIOUR
The unit examines theory and research related to individual and collective human behaviour in organisations. A multi-level approach that focuses on individuals, groups, the organisation as an entity, and the relationship among these elements is adopted. In addition, the unit addresses major themes in the field and provide students with an opportunity to use the body of knowledge to diagnose, interpret and understand issues within these themes. This unit helps students to understand the role that people, as individuals and in groups, play in organisations and to apply this knowledge in creating more effective and efficient work places.
Prerequisite(s): MGB220 or AMB201 Corequisite(s): MGB220 or AMB201 or CTB201 Contact hours: 3 per week Campus: Gardens Point Incompatible with: CTB211
MGB220 BUSINESS RESEARCH METHODS
The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.  
**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

MGB222 MANAGING ORGANISATIONS
This unit develops an understanding of the organisation in both its internal and external environment and the demands of managing the organisation's resources and performance. It raises contemporary issues in management and their implications for competitive advantage, focusing on various organisational sub-systems including HR, technology, structure and design. This unit provides a foundation of knowledge for the management and HRM majors. In this unit there is a focus on strategy, leadership and internationalisation.  
**Prerequisite(s):** BSB115 or CTB115  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** CTB232

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.  
**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

MGB309 STRATEGIC MANAGEMENT
In this unit fundamental elements of strategy, which are used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.  
**Prerequisites:** MGB225, IBB205, IBB217, or IBB208  
**Antirequisites:** IBB317  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

MGB314 ORGANISATIONAL CONSULTING AND CHANGE
Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.  
**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1

MGB334 MANAGING IN A CHANGING ENVIRONMENT
This unit provides students with conceptual and analytic tools required for managing changing environments. The emphasis is on developing an understanding of the management competencies required for managing flexibility, innovation and change. The unit moves beyond a focus on 'dot.com companies' to examine how a range of organisations both small and large are engaging issues associated with an increasing emphasis on technology.  
**Prerequisite(s):** BSB212 or MGB222 or CTB232 or 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Incompatible with:** BSB312, CTB334

MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.  
**Prerequisites:** MGB225, IBB205, IBB217, or IBB208  
**Antirequisites:** IBB317  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2
NSB113 DIVERSITY AND HEALTH: INTRODUCTION TO INDIGENOUS AND MULTICULTURAL PERSPECTIVES
This unit provides students with foundational understandings in culture and its implications for health care. It includes four modules - culture, self and diversity; understanding and valuing Aboriginal and Torres Strait Islander cultures; Aboriginal and Torres Strait Islander health and wellness; and migrant health issues. Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-1 and 2010 SEM-2

PUB209 HEALTH, CULTURE AND SOCIETY
This unit is concerned with the social and cultural dimensions of health and illness and how they relate to health status and patterns of behaviour. The unit introduces students to thinking about health from sociological and anthropological perspectives, drawing on relevant concepts and theory to examine selected public health issues. Identifying and addressing social and cultural factors that shape people's health experiences of health, illness and health systems are integral parts of public health practice in terms of reducing health inequalities, delivering appropriate services, and ultimately improving population health outcomes. Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PUB486 ETHICS AND THE LAW IN HEALTH SERVICE DELIVERY
This unit enables students to develop an awareness of the ethical and legal issues associated with the public sector and health care in the pre-hospital care setting. This unit covers topics relating to the code of ethics, the code of conduct and the legislation unique to the emergency health services. Students are required to apply content knowledge using the problem based learning strategy. Topics include introduction to ethics, morality and ethical theory, bioethics, public sector ethics, overview of the Australian legal system, consent to and refusal of health care, duty of care, confidentiality, and record keeping. Prerequisites: PUB280  Credit points: 12  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-2

PYB067 HUMAN SEXUALITY
This unit explores historical approaches to studying, explaining and regulating human sexuality with an awareness of the social nature of definitions of 'normal' or 'acceptable' sexual behaviours. Students critically examine definitions of 'healthy' or 'morally acceptable' or 'normal' sexuality. Different models of sexuality are considered with an emphasis on contemporary critiques of the traditional paradigms of sexuality in the West. Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

SCB110 SCIENCE CONCEPTS AND GLOBAL SYSTEMS
You will undertake interdisciplinary study of the physical, geological and biological concepts relating to the origins of life; from the creation of matter and planets, to the emergence of life in all its complexity, culminating in evolution of earth ecosystems. Human influences, overlaid upon earth's complex systems, will be examined as to their type, extent, and impact. In counterpoint, you will explore the breadth of philosophical developments underlying our search for knowledge; fundamental thoughts and ideas that span the last 2,500 years of human history. Ultimately, these concepts evolved through the development of a scientific method and we explore its workings in relation to the ongoing enterprise of human understanding. Credit points: 12  Contact hours: 4.5 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

SWB100 INTRODUCTION TO HUMAN SERVICES AND SOCIAL WORK
This unit provides an introduction to human services and social work and locates this within the broader context of the welfare state. It examines both the history, and global and national forces, which shape the current direction of welfare policy and the human service industry. The purpose of human service work and the various roles a human service worker may undertake or utilise are explored. The unit challenges students to reflect on their own understandings of human services and human service work, and provides a foundation for detailed study in later years of the course. [SWB100 is incompatible with HHB100] Antirequisites: HHB100  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2010 SEM-1

SWB102 THE HUMAN CONDITION
This unit introduces students to a range of individual, familial and social conditions that impact on the lives and lifestyles of Australians. Attention is directed toward the impact of factors such as age, ability, gender, culture and class, and the identification and exploration of key processes in human growth and development. Students become informed about theories from a range of disciplines and develop a critical and reflective approach to understanding human development. By examining how societies define and respond to human need and adversity students develop a framework for examining the dynamic interaction of individual, interpersonal and social forces. [SWB102 is incompatible with HHB102] Antirequisites: HHB102  Credit points: 12  Teaching period: 2010 SEM-1

SWB103 CONTEMPORARY SOCIAL AND COMMUNITY ISSUES
This unit explores a number of contemporary social issues relating to social marginalisation and human disadvantage. It locates these issues in a theoretical and descriptive framework thus providing students with both knowledge and analytical skills that are necessary for the ongoing exploration of social issues. It explores the connection between forces at a macro level and human disadvantage and examines the value assumptions that sustain structural inequity. It encourages students to reflect on the implications of structural disadvantage for human service practice and the role of the human service worker as a participant in civil society. [SWB106 is incompatible with HHB116]

**Credit points:** 12  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

### SWB204 CHILD AND FAMILY SERVICES: INTRODUCTION

This unit is designed to introduce second year students to child and family welfare studies and focuses on approaches to supporting families and promoting change. Initially students will gain an overview of issues facing contemporary Australian families that contribute to family adversity and examine responses to the welfare needs of children and families, including Indigenous families. Students will then critically examine characterisations of successful family relationships and parenting, theories on causes and effects of domestic violence and child maltreatment and the effect of maltreatment on children. [SWB204 is incompatible with HHB204]

**Credit points:** 12  **Teaching period:** 2010 SEM-2

### SWB206 DISABILITY SERVICES: INTRODUCTION

This unit links social justice, human rights and empowerment philosophies underpinning courses in the School. It examines the implications of these broad principles in the lives of people with disabilities. The unit explores the theoretical, social and political frameworks for analysing and understanding disability, the principles underpinning current service provision and their impact on the lives of people with disabilities using the service. Also explored are the cultural values and assumptions about disability, and the processes by which these values are translated into human service activity. Finally, the unit examines individual program planning and skill development practices. [SWB206 is incompatible with HHB206]

**Credit points:** 12  **Teaching period:** 2010 SEM-2

### SWB207 SERVICES TO YOUNG PEOPLE: INTRODUCTION

This unit provides an introduction to human services practice with young people. It gives students an overview from both theoretical and operational perspectives. The various theoretical and popular understandings about 'youth' or 'adolescence' which condition human services provision to young people will be critically explored. Diversity and marginalisation among young people in relation to socio-economic status, gender, race and ethnicity, disability, sexual identity, and geographic location will be examined. The unit briefly overviews contemporary policies, services, and practice frameworks oriented to young people.
SWB212 COMMUNITY WORK
Community work as a distinct intervention skill is defined. The unit provides background to community work in Australia. Models of community work are introduced and analysed. Basic skills and techniques are developed: entering a community; building community involvement; developing community action; managing common problems. [SWB212 is incompatible with HHB212]
Credit points: 12  Teaching period: 2010 SEM-2

SWB214 TEAM PRACTICE AND GROUP PROCESSES
A significant methodology used in human service work involves facilitating, supporting or consulting with various groups of people. This unit focuses on the development of skills to utilise this type of intervention appropriately. The unit aims to provide a basic understanding of the various uses to which group processes may be applied. Group work is located as an intervention process within the human service arena as distinguished from other processes at individual, community and societal level. [SWB214 is incompatible with HHB214]
Credit points: 12  Teaching period: 2010 SEM-2

SWB216 THE HUMAN DIMENSIONS OF SPACE
This unit is a component of the Community Studies major and covers the role of space in contemporary societies: key types of spaces and patterns in their usage; spaces as sites for cultural and symbolic expression; understanding the way inequality can and is reproduced through the configuration and management of space; understanding the way particular public spaces are used and experienced by particular sections of the community eg young people; key issues in public space configuration, management and policy eg enhancing social inclusion, safety and security; links between the economic and social, new urbanism; emerging theory and ideas about good practice in the development or reconfiguration of public and community accessed public spaces. [SWB216 is incompatible with HHB216]
Credit points: 12  Teaching period: 2010 SEM-2

SWB218 SOCIAL CHANGE, POLITICS, POLICY AND ACTIVISM
Social activists, including social workers and human service practitioners, commonly work with and on behalf of disadvantaged persons, vulnerable groups and marginalised communities. While multi-causal, the life circumstances of the disadvantaged, vulnerable and marginalised are heavily influenced by the exercise of political power and policies of government. Accordingly, professional practitioners engaged in social activism need to have a thorough understanding of the structure and processes of government and an appreciation of the ‘art’ of real world politics - ‘realpolitik’- and how this shapes policy change. This unit provides you with an introduction to power, politics and government and serves as a foundation for a range of other units. It explores the relationship between political power and disadvantage and encourages you to consider the political sphere of your profession. [SWB218 is incompatible with HHB218]
Credit points: 12  Teaching period: 2010 SEM-2

SWB219 ETHICAL AND LEGAL DIMENSIONS OF HUMAN SERVICES AND SOCIAL WORK
This unit aims to produce graduates who have a comprehensive knowledge of the ethical and legal dimensions of human service practice and an understanding of the relevance of such dimensions for professional practice and the empowerment of the disadvantaged. [SWB219 is incompatible with HHB277]
Credit points: 12  Teaching period: 2010 SEM-2

SWB220 PRACTICE THEORIES
This unit is intended to enable you to develop an understanding of the major theoretical approaches (practice perspectives, practice theories and practice models) underpinning human service practice and critically examine the way theoretical concepts and disciplinary knowledge inform intervention process. [SWB220 is incompatible with HHB278]
Credit points: 12  Teaching period: 2010 SEM-1

SWB221 SOCIAL WORK PROCESSES AND METHODS
This unit is intended to enable students to develop knowledge and application skills in practice processes and methods central to social work and human service practice contexts. It aims to orient students to core human service and social work practice processes and methods and enable them to appropriately use these across diverse settings. [SWB221 is incompatible with HHB279]
Credit points: 12  Teaching period: 2010 SEM-1

SWB222 ADVANCED COMMUNICATION FOR HUMAN SERVICES AND SOCIAL WORK
This is a designated unit
Developed interpersonal communication skills are the cornerstone for both personal and professional relationships. Human service and social work in a broad sense, aim to help people in their struggle for self determination and social justice. At a fundamental level, the struggle for independence, justice and empowerment is facilitated by interpersonal processes involving the effective use of communication and conflict resolution skills. This unit builds the fundamental communication skills essential for professional social work within a diversity of practice settings. It pays particular attention to the needs of Indigenous peoples and clients from ethnically and cultural
diverse backgrounds. It develops necessary skills in interpersonal dynamics, interviewing, empathic engagement, relationship building, working with resistant clients, alternate dispute resolution and reflective practice. [SWB222 is incompatible with HHB282]

Prerequisites: HHB113 or SWB104 or PYB007
Antirequisites: HHB215  Credit points: 12  Teaching period: 2010 SEM-1

SWB223 PEOPLE, SOCIETY AND SOCIAL WORK
This unit provides an orientation for social work students to the relevance of sociological and psychological understandings of people and society to social work practice. A range of key themes in the experience of those who use, or are the target of, social work intervention are used as vehicles to consider psychological and sociological foundations to practice. These themes include poverty, exclusion, isolation, motivation, spirituality, conflict, grief and loss, sexuality, addiction, resilience and well-being. The unit concludes with a consideration of the role of social work in various social and cultural contexts. [SWB223 is incompatible with HHB283]
Credit points: 12  Teaching period: 2010 SEM-1

SWB302 SOCIAL POLICY PROCESSES
This unit includes the following: conceptualising economic, structural change in Australia; understanding emergent ideas about state and society; identifying and contrasting alternative social policies and strategies. The major debates in Social Policy are explored. Analyses of Australia’s response and the impact on redistribution in the Welfare State. Current analyses of health, housing, income security, immigration and family policies at federal, state and local government level. [SWB302 is incompatible with HHB213]
Credit points: 12  Teaching period: 2010 SEM-2

SWB304 CHILD AND FAMILY SERVICES: ADVANCED
The unit extends and deepens knowledge gained in Child and Family Introduction. You will particularly focus on developing a framework for assessment with families and gain further knowledge for practice with families who are refugees, where there is domestic violence and in the hospital context. Emphasis is placed on developing strategies to promote the participation of children and young people. You will also enhance skills of identifying worthwhile service change and submission writing. [SWB304 is incompatible with HHB304]
Prerequisites: SWB204 or HHB204  Credit points: 12  Teaching period: 2010 SEM-1

SWB305 COMMUNITY AND YOUTH CORRECTIONS
This unit recognises the need for an overview and understanding of the Queensland community and youth correction systems by Human Service and Social Work practitioners. It provides the legislative framework and structures, processes and principles of the youth and criminal justice system. It explores evidence based interventions and provides practice models and assessment frameworks.
It provides theory and practice skills for working with Indigenous people and examines the role of practitioners in Youth Justice Services and the Department of Corrective Services. The unit requires all students to engage in independent and group activity through seminars, to engage in case studies, critical reflection and active discussions. [SWB305 is incompatible with HHB305]
Credit points: 12  Teaching period: 2010 SEM-1

SWB306 DISABILITY SERVICES: ADVANCED
This unit builds on concepts and issues introduced in the Disability Services: Introduction unit and is designed to promote understanding of the knowledge required to undertake policy and service development activities within the disability sector. It explores the range of service models relevant to people with a disability across their lifespan. Additionally, it examines the quasi-legal and policy aspects of working in disability service organisations, along with some of the ethical dilemmas inherent in human service provision with particular relevance to people with a disability. [SWB306 is incompatible with HHB306]
Prerequisites: SWB206 or HHB206  Credit points: 12  Teaching period: 2010 SEM-1

SWB307 SERVICES TO YOUNG PEOPLE: ADVANCED
Many of the positions available in the human services industry and oriented to young people require specific knowledge, skills and understandings. This unit involves an in-depth exploration of contemporary and emerging areas of direct and indirect practice with young people. Included are early intervention and prevention, youth policy analysis and development, juvenile justice practice, youth and family work, youth health practice, public space practice, accommodation and housing practice, and the interface between human services practice and schools. The unit also examines the legal and ethical dimensions of direct practice as an integral part of the unit. [SWB307 is incompatible with HHB307]
Prerequisites: SWB207 or HHB207  Credit points: 12  Teaching period: 2010 SEM-1

SWB308 CHILD PROTECTION INTERVENTION SKILLS
This unit will focus on the development of skills for assessment and intervention to safeguard the welfare and rights of children and young people in families where personal and environmental challenges compromise the child or young person's safety. Particular attention will be paid to skills and processes necessary for maintaining a
child-focused approach when working with families who have multiple and complex needs. [SWB308 is incompatible with HHB319]

**Credit points:** 12  **Teaching period:** 2010 SEM-1

**UDB164 POPULATION AND URBAN STUDIES**

This unit introduces the students to the demographic, economic, social and physical aspects of our cities to help understand the nature of cities we live in. The topics covered include: demographic and economic changes in cities, theoretical models of cities, issues such as social diversity, gentrification, masterplanned communities, and public spaces in cities.

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

**UDB281 GEOGRAPHIC INFORMATION SYSTEMS**

This unit investigates the basic concepts of geographic information systems. Topics to be covered include components of GIS, spatial databases, data acquisition, reference frameworks, use of photographs and images, spatial analysis and graphic output design issues. The unit will highlight the importance of geographic information systems the unit will highlight the importance of geospatial positioning applications in society.

**Equivalents:** PSB631  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**UDB282 REMOTE SENSING**

This unit includes the following: history and principals of remote sensing; types of imagery, image interpretation, satellite systems; supervised and unsupervised image classification; interpretation, analysis and presentation of data; applications in the earth sciences.

**Equivalents:** PSB655  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2