Bachelor of Business/Bachelor of Information Technology (IX33)

Year offered: 2011
Admissions: No
CRICOS code: 059595C
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $4,209 per semester (indicative)
International Fees (indicative): 2011: $10,875 (indicative) per semester
QTAC code: 419202
Past rank cut-off: 76
Past OP cut-off: 12
OP Guarantee: Yes
Assumed knowledge: English (4, SA), Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Course coordinator: Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au; Associate Professor Richard Thomas (Science and Technology)
Discipline coordinator: Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

Discontinuation
This course code has been discontinued and replaced by IX58 Bachelor of Business/Bachelor of Information Technology.
Currently enrolled students who wish to remain in, and graduate from the existing program will be permitted to do so up to the end of 2011. From Semester 1, 2012, all students will be enrolled in the new program.

Cooperative Education Program
The Coop Ed Program is a joint venture between employers and the Faculty of Science and Technology giving you the opportunity of 10-12 months paid industry placement to better prepare you for employment after you graduate. The Coop Ed Program integrates formal study and professional experience, so you can apply what you are learning in an area relevant to your chosen path.

Some of the organisations our Coop Ed students have worked with are the Australian Tax Office, Boeing Australia, CITEC, Department of Natural Resources and Water, Dialog, EPA, Queensland Police, RACQ and UNiTAB Limited.

For more information about the IT's Cooperative Education Program, please visit http://coop.scitech.qut.edu.au/students/whatiscooped.jsp

Course Design

Students are required to complete 384 credit points comprised of 192 credit points from the Bachelor of Business program and 192 credit points from the Bachelor or Information Technology program.

Business component: Students must complete the 96 credit point QUT Business School Core Units in the Business program together with a 96 credit point Major.

Professional recognition
Business component: Students may be eligible for membership to a number of professional bodies depending on choice of major and unit selection. Details on professional recognition can be found under the individual majors of the Bachelor of Business (BS05).

Graduates of the Bachelor of Information Technology meet the knowledge requirements for admission to the Australian Computer Society (ACS).

Unit Incompatibility/Translation Information
Details on the translation and incompatibility of old and new units is located here: Undergraduate Translation Table
If you have completed the unit(s) listed under the “Translation Unit Codes” column you are not permitted to enrol in the listed new code

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website
Important Information for Business Students

QUT Business School rules and procedures are outlined in the QUT Business School Undergraduate Guidelines booklet. Other useful information can be found on the Student Services website.

Further Information

For further information about this course, please contact the following:

Science and Technology Coordinator
Richard Thomas
Phone: +4 07 3138 2782
Email: enquiry.scitech@qut.edu.au

Business Coordinator
Phone: +61 7 3138 2050
Fax: +61 7 3138 1055
Email: bus@qut.edu.au

Course structure

This course has been discontinued. Currently enrolled students should check with the relevant Faculty for course progression.

Information Systems Major

Compulsory Units
INB311 Enterprise Systems
INB340 Database Design
INB220 Business Analysis

IS Elective Units
INB312 Enterprise Systems Applications
INB342 Enterprise Data Mining and Data Analysis
INB313 Electronic Commerce Site Development
INB322 Information Systems Consulting
INB320 Business Process Modelling
INB124 Information Systems Development
INB221 Technology Management

Network Systems Major

Compulsory Units
INB350 Internet Protocols and Services
INB351 Unix Network Administration
INB352 Network Planning

Electives
INB255 Security

Software Architecture Major

Compulsory Units
INB340 Database Design
INB371 Data Structures and Algorithms
INB372 Agile Software Development

Electives
Choose 3 Electives
INB341 Software Development With Oracle
INB311 Enterprise Systems
INB312 Enterprise Systems Applications
INB272 Interaction Design
INB313 Electronic Commerce Site Development
INB322 Information Systems Consulting
INB320 Business Process Modelling
INB365 Systems Programming
INB370 Software Development
INB373 Web Application Development
INB374 Enterprise Software Architecture
INB381 Modelling and Animation Techniques
INB382 Real Time Rendering Techniques
MAB281 Mathematics for Computer Graphics

Accountancy Major

Year 1 Semester 1
BSB110 Accounting
BSB115 Management

Year 1 Semester 2
BSB123 Data Analysis
BSB124 Working in Business

Year 2 Semester 1
BSB111  Business Law and Ethics
BSB113  Economics

Year 2 Semester 2
AYB200  Financial Accounting
AYB230  Corporations Law

Year 3 Semester 1
AYB225  Management Accounting
AYB340  Company Accounting

Year 3 Semester 2
AYB219  Taxation Law
AYB221  Computerised Accounting Systems

Year 4 Semester 1
AYB301  Audit and Assurance
AYB311  Financial Accounting Issues
OR
AYB321  Strategic Management Accounting

Year 4 Semester 2
EFB222  Quantitative Methods For Economics and Finance
EFB210  Finance 1

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

Advertising Major

Year 1 Semester 1
BSB123  Data Analysis
BSB126  Marketing

Year 1 Semester 2
BSB110  Accounting
BSB115  Management

Year 2 Semester 1
BSB119  Global Business
BSB124  Working in Business

Year 2 Semester 2
BSB111  Business Law and Ethics
BSB113  Economics

Year 3 Semester 1
AMB200  Consumer Behaviour
AMB220  Advertising Theory and Practice

Year 3 Semester 2
AMB318  Advertising Copywriting
AMB319  Media Planning

Year 4 Semester 1
AMB320  Advertising Management
AMB330  Advertising Planning Portfolio

Year 4 Semester 2
AMB339  Advertising Campaigns
AMB202  Integrated Marketing Communication

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

Banking and Finance Major

Year 1 Semester 1
BSB113  Economics
BSB115  Management

Year 1 Semester 2
BSB124  Working in Business
BSB126  Marketing

Year 2 Semester 1
BSB110  Accounting
BSB111  Business Law and Ethics

Year 2 Semester 2
BSB123  Data Analysis
BSB119  Global Business

Year 3 Semester 1
EFB222  Quantitative Methods For Economics and Finance
EFB210  Finance 1

Year 3 Semester 2
EFB223  Economics 2
EFB307  Finance 2

Year 4 Semester 1
EFB333  Introductory Econometrics
EFB335  Investments

**Year 4 Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB312</td>
<td>International Finance</td>
</tr>
<tr>
<td>EFB201</td>
<td>Financial Markets</td>
</tr>
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</table>

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

**Economics Major**

**Year 1 Semester 1**

<table>
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<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
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</tbody>
</table>

**Year 1 Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

**Year 2 Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>EFB223</td>
<td>Economics 2</td>
</tr>
</tbody>
</table>

**Year 2 Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
</tbody>
</table>

**Year 3 Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>EFB331</td>
<td>Intermediate Microeconomics</td>
</tr>
<tr>
<td>EFB330</td>
<td>Intermediate Macroeconomics</td>
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</tbody>
</table>

**Year 3 Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>EFB222</td>
<td>Quantitative Methods For Economics and Finance</td>
</tr>
<tr>
<td>EFB328</td>
<td>Public Economics and Finance</td>
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</table>

**Year 4 Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>EFB200</td>
<td>Applied Regression Analysis</td>
</tr>
</tbody>
</table>

**Year 4 Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB338</td>
<td>Contemporary Application of Economic Theory</td>
</tr>
<tr>
<td>EFB314</td>
<td>International Trade and Economic Competitiveness</td>
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</tbody>
</table>

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

**Human Resource Management Major**

**Year 1 Semester 1**

<table>
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<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BSB113</td>
<td>Economics</td>
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<tr>
<td>BSB115</td>
<td>Management</td>
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</table>

**Year 1 Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
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</table>

**Year 2 Semester 1**

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<thead>
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<tr>
<td>BSB110</td>
<td>Accounting</td>
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<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
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</table>

**Year 2 Semester 2**

<table>
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<th>Course Title</th>
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<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
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</table>

**Year 3 Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MGB207</td>
<td>Human Resource Issues and Strategy</td>
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<tr>
<td>MGB220</td>
<td>Business Research Methods</td>
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</table>

**Year 3 Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MGB200</td>
<td>Leading Organisations</td>
</tr>
<tr>
<td>HRM Option Unit</td>
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**Year 4 Semester 1**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MGB331</td>
<td>Learning and Development in Organisations</td>
</tr>
<tr>
<td>MGB339</td>
<td>Performance and Reward</td>
</tr>
</tbody>
</table>

**Year 4 Semester 2**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>MGB320</td>
<td>Recruitment and Selection</td>
</tr>
<tr>
<td>HRM Option Unit</td>
<td></td>
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</tbody>
</table>

**HRM Option Unit List**

HRM students must choose two units from the above list (one must be a Level 3 unit).

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGB201</td>
<td>Contemporary Employment Relations</td>
</tr>
<tr>
<td>MGB210</td>
<td>Managing Operations</td>
</tr>
<tr>
<td>MGB310</td>
<td>Sustainability in A Changing Environment</td>
</tr>
<tr>
<td>MGB309</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>MGB314</td>
<td>Organisational Consulting and Change</td>
</tr>
<tr>
<td>MGB370</td>
<td>Personal and Professional Development</td>
</tr>
<tr>
<td>MGB335</td>
<td>Project Management</td>
</tr>
</tbody>
</table>
### International Business Major

**Year 1 Semester 1**
- BSB126 Marketing
- BSB119 Global Business

**Year 1 Semester 2**
- BSB110 Accounting
- BSB115 Management

**Year 2 Semester 1**
- BSB123 Data Analysis
- BSB124 Working in Business

**Year 2 Semester 2**
- BSB111 Business Law and Ethics
- BSB113 Economics

**Year 3 Semester 1**
- EFB240 Finance for International Business
- IBB217 Asian Business Development
- OR
- IBB208 European Business Development

**Year 3 Semester 2**
- AMB210 Importing and Exporting
- IBB317 replaced by MGB340 International Business in the Asia-Pacific
- OR
- IBB308 replaced by MGB340 International Business in the Asia-Pacific

**Year 4 Semester 1**
- AMB336 International Marketing
- MGB225 Intercultural Communication and Negotiation Skills

**Year 4 Semester 2**
- AMB303 International Logistics
- AMB369 International Business Strategy

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

### Management Major

**Year 1 Semester 1**
- BSB113 Economics
- BSB115 Management

**Year 1 Semester 2**
- BSB124 Working in Business
- BSB126 Marketing

**Year 2 Semester 1**
- BSB110 Accounting
- BSB111 Business Law and Ethics

**Year 2 Semester 2**
- MGB200 Leading Organisations
- BSB123 Data Analysis

**Year 3 Semester 1**
- MGB210 Managing Operations
- MGB223 Entrepreneurship and Innovation

**Year 3 Semester 2**
- BSB119 Global Business
- MGB310 Sustainability in A Changing Environment

**Year 4 Semester 1**
- MGB309 Strategic Management

**Year 4 Semester 2**
- Management Option Unit

**Management Option Unit List**
- Management students must choose two from the following list (one must be a Level 3 unit):
  - MGB201 Contemporary Employment Relations
  - MGB324 Managing Business Growth
  - MGB314 Organisational Consulting and Change
  - MGB370 Personal and Professional Development
  - MGB225 Intercultural Communication and Negotiation Skills

### Important Note:
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<table>
<thead>
<tr>
<th>Marketing Major</th>
<th>BSB123</th>
<th>Data Analysis</th>
<th>Year 1 Semester 1</th>
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<tbody>
<tr>
<td></td>
<td>BSB126</td>
<td>Marketing</td>
<td>BSB110 Accounting</td>
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<tr>
<td>Year 1 Semester 2</td>
<td>BSB110 Accounting</td>
<td>Year 1 Semester 2</td>
<td>BSB115 Management</td>
</tr>
<tr>
<td></td>
<td>BSB115 Management</td>
<td>Year 2 Semester 1</td>
<td>BSB124 Working in Business</td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td>BSB124 Working in Business</td>
<td>Year 2 Semester 2</td>
<td>BSB119 Global Business</td>
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<tr>
<td></td>
<td>BSB119 Global Business</td>
<td>Year 3 Semester 1</td>
<td>BSB111 Business Law and Ethics</td>
</tr>
<tr>
<td>Year 3 Semester 1</td>
<td>BSB111 Business Law and Ethics</td>
<td>Year 3 Semester 2</td>
<td>BSB113 Economics</td>
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<td></td>
<td>BSB113 Economics</td>
<td>Year 4 Semester 1</td>
<td>AMB201 Marketing and Audience Research</td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td>AMB200 Consumer Behaviour</td>
<td>Year 4 Semester 2</td>
<td>AMB263 Introduction To Public Relations</td>
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<tr>
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<td>AMB240 Marketing Planning and Management</td>
<td>Year 4 Semester 2</td>
<td>AMB374 Global Public Relations Cases</td>
</tr>
<tr>
<td>Year 3 Semester 2</td>
<td>AMB201 Marketing and Audience Research</td>
<td>Year 4 Semester 2</td>
<td>AMB360 Corporate Communication Management</td>
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<tr>
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<td>AMB335 E-marketing Strategies</td>
<td>Year 4 Semester 2</td>
<td>AMB379 Public Relations Campaigns</td>
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<tr>
<td>Year 4 Semester 1</td>
<td>AMB340 Services Marketing</td>
<td>Year 4 Semester 2</td>
<td>AMB371 Corporate Communication Strategies</td>
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<tr>
<td></td>
<td>AMB202 Integrated Marketing Communication</td>
<td>Important Note:</td>
<td>Course Updates - List of re-coded and replacement Business units</td>
</tr>
<tr>
<td>Year 4 Semester 2</td>
<td>AMB359 Strategic Marketing</td>
<td>Faculty Core units</td>
<td>BSB114 is replaced by BSB124 Working in Business</td>
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<tr>
<td></td>
<td>AMB252 Business Decision Making</td>
<td>Accountancy Core units</td>
<td>BSB115 is now BSB115 Management</td>
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<tr>
<td></td>
<td>AMB336 International Marketing</td>
<td>AYB121 is now AYB200 Financial Accounting AYB121</td>
<td></td>
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</table>

Important Note:

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<table>
<thead>
<tr>
<th>Course Code</th>
<th>New Course Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>AYB301</td>
<td>now retitled AYB301 Audit and Assurance</td>
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<tr>
<td>AMB221</td>
<td>is now AMB318 Advertising Copywriting</td>
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<tr>
<td>AMB222</td>
<td>is now AMB319 Media Planning</td>
<td></td>
</tr>
<tr>
<td>AMB321</td>
<td>is now AMB339 Advertising Campaigns</td>
<td></td>
</tr>
<tr>
<td>EFB101</td>
<td>is replaced by EFB222 Quantitative Methods for Economics and Finance</td>
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<tr>
<td>EFB102</td>
<td>now retitled EFB223 Economics 2</td>
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<tr>
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<td>is replaced by EFB222 Quantitative Methods for Economics and Finance</td>
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<tr>
<td>EFB102</td>
<td>now retitled EFB223 Economics 2</td>
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<tr>
<td>EFB202</td>
<td>is replaced by EFB330 Intermediate Macroeconomics</td>
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<tr>
<td>EFB211</td>
<td>is replaced by EFB331 Intermediate Microeconomics</td>
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<tr>
<td>EFB314</td>
<td>is replaced by EFB336 International Economics</td>
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</tr>
<tr>
<td>EFB329</td>
<td>is now EFB338 Contemporary Application of Economic</td>
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<tr>
<td>BSB212</td>
<td>is replaced by AYB114 Business Technologies</td>
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</tr>
<tr>
<td>BSB213</td>
<td>is replaced by AYB115 Governance Issues and Fraud</td>
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</tr>
<tr>
<td>BSB314</td>
<td>is replaced by Forensic and Business Intelligence</td>
<td></td>
</tr>
<tr>
<td>ITB233</td>
<td>is now INB312 Enterprise Systems Application</td>
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<tr>
<td>ITB823</td>
<td>is now INB380 Web Sites for E-Commerce</td>
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<tr>
<td>ITB239</td>
<td>is now INB342 Enterprise Data Mining</td>
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<tr>
<td>MGB220</td>
<td>now retitled MGB220 Business Research Methods</td>
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<tr>
<td>MGB221</td>
<td>is now MGB339 Performance and Reward</td>
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</tr>
<tr>
<td>IBB202</td>
<td>is replaced by EFB240 Finance for International Business</td>
<td></td>
</tr>
<tr>
<td>IBB208</td>
<td>IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: <a href="mailto:ampradmin@qut.edu.au">ampradmin@qut.edu.au</a>)</td>
<td></td>
</tr>
<tr>
<td>IBB210</td>
<td>is now replaced by AMB210 Importing and Exporting</td>
<td></td>
</tr>
<tr>
<td>IBB213</td>
<td>is now AMB336 International Marketing</td>
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</tr>
<tr>
<td>IBB217</td>
<td>IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: <a href="mailto:ampradmin@qut.edu.au">ampradmin@qut.edu.au</a>)</td>
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<tr>
<td>IBB300</td>
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<td></td>
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<tr>
<td>IBB308</td>
<td>is replaced by MGB340 International Business in the Asia-Pacific</td>
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</tr>
<tr>
<td>MGB310</td>
<td>Sustainability in a Changing Environment was formerly known as MGB212 and MGB334</td>
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</tr>
<tr>
<td>AMB241</td>
<td>is now AMB335 E-Marketing Strategies</td>
<td></td>
</tr>
<tr>
<td>AMB341</td>
<td>is now AMB359 Strategic Marketing</td>
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</tr>
<tr>
<td>AMB260</td>
<td>is replaced by AMB263 Introduction to Public Relations</td>
<td></td>
</tr>
<tr>
<td>AMB360</td>
<td>is replaced by AMB373 Corporate Communication</td>
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</tr>
<tr>
<td>AMB361</td>
<td>is replaced by AMB379 Public Relations Campaigns</td>
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<tr>
<td>IBB202</td>
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<tr>
<td>IBB208</td>
<td>IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: <a href="mailto:ampradmin@qut.edu.au">ampradmin@qut.edu.au</a>)</td>
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<tr>
<td>IBB210</td>
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<td>IBB213</td>
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<tr>
<td>MGB310</td>
<td>Sustainability in a Changing Environment was formerly known as MGB212 and MGB334</td>
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<tr>
<td>AMB241</td>
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<td>AMB341</td>
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<tr>
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<td>AMB360</td>
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<td>AYB325</td>
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<tr>
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<td>AYB312</td>
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<td>AYB223</td>
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<tr>
<td>AYB330</td>
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<tr>
<td>EFB318</td>
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**Published on**: 13 June 2012
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<td>IBB303 is now AMB303 International Logistics</td>
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<td>Public Relations Extended Major (PRX)</td>
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<td>AYB325 is now AYB219 Taxation Law</td>
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<td>Electronic Business Specialisation (EUS)</td>
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<td>BSB212 is replaced by AYB114 Business Technologies</td>
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<td>is replaced by AMB300 Independent Project 1</td>
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### Integrated Marketing Communication Specialisation (IMS)

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<td>AMB230</td>
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<tr>
<td>AMB354</td>
<td>is now AMB208 Events Marketing</td>
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### International Logistics Specialisation (ILG)

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<tbody>
<tr>
<td>IBB303</td>
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<tr>
<td>BSB314</td>
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<tr>
<td>IBB210</td>
<td>is replaced by AMB210 Importing and Exporting</td>
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<tr>
<td>EFB213</td>
<td>is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 &amp; 2)</td>
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### Sales Specialisation (SALES)

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<tr>
<td>IBB205</td>
<td>is now MGB225 Intercultural Communication and Negotiation Skills</td>
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</table>

### IX33 - Bachelor of Business/Bachelor of Information Technology Course structure 2009

**Course Structure 2009**

From semester one, 2009 this course will not be available for commencing students. IX33 will only be available for continuing students. New students - please refer to IX58. Please contact fit.enquiry@qut.edu.au for any enquiries.

#### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>INB103</td>
<td>Industry Insights</td>
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<td>INB250</td>
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#### Year 2, Semester 1

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<tr>
<td>INB104</td>
<td>Building IT Systems</td>
</tr>
<tr>
<td>INB210</td>
<td>Databases</td>
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<td>INB251</td>
<td>Networks</td>
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#### Year 2, Semester 2

Choose one unit from: Intermediate Level Elective list. This choice will replace ITB008 from 2009 course summary.

<table>
<thead>
<tr>
<th>Course Code</th>
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<tr>
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#### Year 3, Semester 1

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<tr>
<td>INB301</td>
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#### Year 3, Semester 2

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#### Year 4, Semester 1

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<tbody>
<tr>
<td>INB302</td>
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#### Year 4, Semester 2

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### IX33 - Bachelor of Business/Bachelor of Information Technology Course structure 2008

**Year 1, Semester 1**

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<tr>
<td>ITB002</td>
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<td>ITB005</td>
<td>Systems Architecture</td>
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**Year 1, Semester 2**

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ITB004 Database Systems
ITB006 Networks
BBUS Business Faculty Core Unit
BBUS Business Faculty Core Unit

Year 2, Semester 1
ITB001 Problem Solving and Programming
ITB008 Modelling Analysis and Design
BBUS Business Faculty Core Unit
BBUS Business Faculty Core Unit

Year 2, Semester 2
ITB003 Object Oriented Programming
ITB007 Web Development
BBUS Business Unit
BBUS Business Unit

Year 3, Semester 1
IT Major Unit
IT Major Unit
BBUS Business Faculty Core Unit
BBUS Business Faculty Core Unit

Year 3 Semester 2
ITB009 Core Project Management
IT Major Unit
BBUS Business Faculty Major Unit
BBUS Business Faculty Major Unit

Year 4, Semester 1
ITB010 Core Project Implementation
IT Major Unit
BBUS Business Faculty Major Unit
BBUS Business Faculty Major Unit

Year 4, Semester 2
IT Major Unit
IT Major Unit
BBUS Business Faculty Major Unit
BBUS Business Faculty Major Unit

Potential Careers:

UNIT SYNOPSIS

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 or CTB126 or BSB116 or BSB117
Antirequisites: MIB204
Equivalents: AMX200, CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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: AMX201, CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their...
corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

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

**Antirequisites:** COB207, MIB309   **Equivalents:** AMX202

**Credit points:** 12   **Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture   **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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.

It 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:** AMX210, IBB210

**Credit points:** 12   **Campus:** Gardens Point   **Teaching period:** 2011 SEM-1 and 2011 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   **Equivalents:** AMX220

**Credit points:** 12   **Contact hours:** 3 per week

**Campus:** Gardens Point   **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**

This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment.

Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

**Prerequisites:** BSB126 or CTB126   **Equivalents:** AMX240, CTB240

**Credit points:** 12   **Contact hours:** 3 per week   **Campus:** Gardens Point and Caboolture   **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB252 BUSINESS DECISION MAKING**

The nature of decisions and decision models in specific strategic and tactical areas of marketing management are examined in this unit. Decisions related to sales forecasting, market analysis, product planning, pricing, promotion and distribution are viewed from quantitative and qualitative perspectives. Students are exposed to computer software and analysis skills that aid the marketing decision process and build their analytical skills of direct relevance in marketing practice. The unit also embraces the analysis and application of marketing information systems including database marketing and the Internet as a marketing information resource.

**Prerequisites:** BSB126 or CTB126   **Equivalents:** AMB352

**Credit points:** 12   **Campus:** Gardens Point

**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

**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

### 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  
**Equivalents:** AMB260, AMX263  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB303 INTERNATIONAL LOGISTICS

This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.

**Prerequisites:** AMB210, IBB210, AMB240, or CTB240  
**Equivalents:** AMX303, IBB303  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB318 ADVERTISING COPYWRITING

There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students' thinking and writing skills are refined in weekly workshops and culminate in a group project.

**Prerequisites:** AMB220 or COB308  
**Equivalents:** AMB221, AMX318  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB319 MEDIA PLANNING

This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.

**Prerequisites:** AMB220  
**Equivalents:** AMB222, AMX319  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB320 ADVERTISING MANAGEMENT

This unit takes the perspective of the Advertising Manager and addresses the use 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)  
**Equivalents:** AMX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB330 ADVERTISING PLANNING PORTFOLIO

This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB335 E-MARKETING STRATEGIES

E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st
This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Equivalents:** AMB241, AMX335  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB336 INTERNATIONAL MARKETING

The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.

**Prerequisites:** AMB240, CTB240, AMB210, or IBB210  
**Equivalents:** AMX336, IBB213  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### AMB339 ADVERTISING CAMPAIGNS

This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

**Prerequisites:** AMB320 and AMB330  
**Equivalents:** AMB321, AMX339  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB340 SERVICES MARKETING

This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Antirequisites:** MIB311  
**Equivalents:** AMX340, CTB340  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB359 STRATEGIC MARKETING

Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.

**Prerequisites:** AMB340, and AMB335 or AMB241  
**Equivalents:** AMB341, AMX359  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB360 CORPORATE COMMUNICATION MANAGEMENT

The unit explores the corporate communication management function within an organisation and identifies how decisions about the use of various corporate communication solutions are made. Emphasis is placed on the role of corporate communication in management systems, the nature and processes of information management in corporate communication and environmental analysis. The unit also draws on contemporary issues in corporate communication management including issues management, ethical and legal considerations in practice and the role of corporate communication in organisational change.

**Prerequisite(s):** AMB261 and AMB262  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

### 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:** AMX369, IBB300

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**AMB371 CORPORATE COMMUNICATION STRATEGIES**

This unit provides students with an understanding of the development and analysis of communication strategy in public relations and corporate communication. Students learn theory and practice for systematic analysis of the “fit” between environmental factors and organisational resources, the resulting communication problems and development of communication strategies. Students integrate theory and research in such areas as media effects, organisational change, diffusion, and persuasion for analysis and development of communication strategy.

**Prerequisite(s):** AMB360 or AMB361

**Contact hours:** 3 per week

**Campus:** Gardens Point

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**AMB374 GLOBAL PUBLIC RELATIONS CASES**

Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students’ familiarity with the public relations discipline’s practice and strengthen students’ decision-making and critical thinking skills.

**Prerequisites:** AMB372, AMB261, or AMB262

**Equivalents:** AMB370, AMX374

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**AMB379 PUBLIC RELATIONS CAMPAIGNS**

As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.

**Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201

**Equivalents:** AMB361, AMX379

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**AYB200 FINANCIAL ACCOUNTING**

Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.

**Prerequisites:** BSB110 or CTB110

**Equivalents:** AYB121, AYX200

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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**AYB219 TAXATION LAW**

This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.

**Prerequisites:** BSB111 or CTB111

**Antirequisites:** LWB364

**Equivalents:** AYB325, AYX219

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**AYB221 COMPUTERISED ACCOUNTING SYSTEMS**

This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.

**Prerequisites:** BSB110 or CTB110

**Antirequisites:** AYN443

**Equivalents:** AYX221

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**AYB225 MANAGEMENT ACCOUNTING**

This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.

**Prerequisites:** BSB110 or CTB110

**Equivalents:**
AYX225  Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.

Prerequisites: BSB111 or CTB111  Credit points: 12  
Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB301 AUDIT AND ASSURANCE
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics and auditor's liability are also covered.

Prerequisites: (AYB221 or INB120) and (AYB340 or AYB220)  
Equivalents: AYX301  Credit points: 12  
Contact hours: 3 per week  Campus: Gardens Point  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AYB311 FINANCIAL ACCOUNTING ISSUES
This unit introduces students to the nature of accounting theory and integrates theory with practice to assist in the understanding of major Australian and International accounting issues. The following topics are addressed: positive and normative theories of accounting; the external reporting framework including international harmonisation and the conceptual framework; definition, recognition and measurement of assets, liabilities, equity, revenues and expenses; asset revaluations; intangibles; leases and employee entitlements. Accounting in specific industries such as construction, extractive industries and superannuation funds is also examined. This unit complies with the new international accounting standards. Contracting theory is used.

Prerequisites: AYB340 or AYB220  
Equivalents: AYX311  Credit points: 12  
Contact hours: 3.5 per week  Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB321 STRATEGIC MANAGEMENT ACCOUNTING
Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; strategic planning and budgetary systems; pricing and product mix decisions; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC), the balanced scorecard (BSC), and economic value added (EVA); and appreciating the research on the benefits and problems with ABC, BSC and EVA.

Prerequisites: AYB225  Credit points: 12  
Contact hours: 3 per week  Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB340 COMPANY ACCOUNTING
This unit includes: the preparation of consolidated financial statements; an overview of the statutory requirements that dictate the format and content of published financial reports of companies; the requirements of the Corporations Act 2001 and the major disclosure orientated accounting standards; accounting for income tax; accounting for the acquisition of assets (including entities); accounting for investments in associates; accounting for foreign currency transactions arising from international trading and financing; and the translation of the results of foreign operations.

Prerequisites: AYB200 or AYB121  
Equivalents: AYX340  Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 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: BSX110, CTB110  Credit points: 12  
Contact hours: 3 per week  Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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. **Antirequisites:** BSB116, BSB112, BSD119  **Equivalents:** BSBX119, CBTB119

**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. **Antirequisites:** BSD113, UDB104  **Equivalents:** BSBX113, CBTB113

**BSB115 MANAGEMENT**

The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives. **Antirequisites:** BSD115  **Equivalents:** BSBX115, CBTB115

**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, BSD119  **Equivalents:** BSBX119, CBTB119

**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, CBTB122, EFB101, MAB101, MAB141, MAB233  **Equivalents:** BSBX123

**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, CBTB114, HHB113, BSD124  **Equivalents:** BSBX124

**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, BSD126  **Equivalents:** BSBX126,
CTB126  Credit points: 12  Contact hours: 4 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB200 APPLIED REGRESSION ANALYSIS
This unit expands on the basic multiple regression model introduced in EFB101, by examining the practical problems encountered in using the single equation econometric model. In particular, the major problems encountered using real data, such as multicolinearity, serial correlation in time series data and heteroskedasticity in the case of cross-sectional data, specification error, and alternative functional form issues will be illustrated in the context of published Australian data. The unit includes extensive use of a commonly used computer package to allow the practical application of the various techniques.
Prerequisite(s): EFB101 or MAB101  
Contact hours: 3 per week  
Campus: Gardens Point

EFB201 FINANCIAL MARKETS
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.
Prerequisite: EBS113 or CTB113  
Equivalent: EFX201  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB210 FINANCE 1
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.
Prerequisites: EBS122 or CTB122, or EBS123 or MAB101 or MAB233  
Antirequisites: EFB101  
Equivalent: EFX222  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SUM

EFB223 ECONOMICS 2
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.
Prerequisites: EBS113 or CTB113 or UDB104  
Equivalent: EFB102, EFX223  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1, 2011 SUM

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: EBS119 or CTB119 or EBS116, and (EBS113 or CTB113) or (BSB122 or CTB122)  
Antirequisites: EFB312, MIB202  
Equivalent: EFX240, IBB202  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2011 SEM-1, 2011 SUM

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeover; Risk and Return - diversification, the CAPM model, its practical application and 2011 SUM.
and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertible and risk management using financial derivatives.

**Prerequisites:** EFB210  
**Equivalents:** EFX307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB312 INTERNATIONAL FINANCE**

This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.

**Prerequisites:** EFB210  
**Antirequisites:** EFB314, IBB202, EFB240  
**Equivalents:** EFX312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB314 INTERNATIONAL TRADE AND ECONOMIC COMPETITIVENESS**

The unit analyses the increasing globalisation of world trade and investment, and develops an analytical framework to assess the impact of these flows on the Australian economy, its businesses, people and policy makers. It examines the patterns of trade and capital flow.

**Prerequisite(s):** EFB211 & EFB202  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** EFB312

**EFB328 PUBLIC ECONOMICS AND FINANCE**

The major topics/areas covered in this unit include principles underlying government provision, distribution and finance as responses to market failure, externalities and government intervention in the presence of externalities and economics of pollution control. Cost benefit analysis and the environment are also dealt with under this section. In the next section we provide an introduction to taxation and then we discuss tax compliance and reform of the tax system. Under education the unit will cover the following: Market failure and government failure in education, financing of education and education outcomes, consumer choice in education and economic analysis of current directions in education reform. Under health the unit will cover topics such as demand for health, health sector targets and instruments of public policy, health care financing and outputs in Australia and problems of information in the health sector.

**Prerequisite(s):** EFB211  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**EFB330 INTERMEDIATE MACROECONOMICS**

This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB202, EFX330  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**EFB331 INTERMEDIATE MICROECONOMICS**

This unit is designed to develop students’ understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which economics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB211, EFX331  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**EFB333 INTRODUCTORY ECONOMETRICS**

Econometrics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.

**Prerequisites:** EFB222 or EFB101  
**Antirequisites:** EFB200  
**Equivalents:** EFX333  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**EFB335 INVESTMENTS**

This unit advances the students’ understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.

**Prerequisites:** EFB307  
**Antirequisites:** EFB318
EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY

EFB338 is a unit designed to summarize your studies in economics. The unit comprises usually of three or more topics of current research in economics. The topics cover micro and macro economics, trends in current theoretical, empirical and economic policy research. The unit is designed to develop your ability to summarise, evaluate and criticise research findings as well as to introduce you to how research in economics evolves to allow you to keep up with the progress made in economics after your degree.

**Prerequisite(s):** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211

**Assumed knowledge:** This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.

**Equivalents:** EFB329, EFX338

**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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

INB103 INDUSTRY INSIGHTS

This unit aims to develop your awareness of the career possibilities in the ICT industry and to equip you with some of the essential skills required of an ICT professional. The unit helps you to derive a roadmap for your career; to enable you to identify the qualities, skills and interests you need to possess, to plan your career path. The unit will also introduce you the inter-disciplinary nature of ICT careers.

**Prerequisite(s):** Nil  
**Corequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-1 and 2009 SEM-2  
**Incompatible with:** ITB002

INB104 BUILDING IT SYSTEMS

This team-based unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

**Prerequisite(s):** Nil  
**Corequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-1 and 2009 SEM-2  
**Incompatible with:** ITB001 and ITB003

INB124 INFORMATION SYSTEMS DEVELOPMENT

IT professionals work with a wide variety of information systems and are increasingly required to interact with other professionals and understand business domains. In many cases it is necessary to develop custom systems to satisfy business requirements. Problem solving and communication skills and an understanding of programming concepts and logic are required to effectively work with information systems developers. In this dynamic industry, self-managed learning is necessary to remain abreast of technology innovations.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

INB210 DATABASES

The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

**Prerequisite(s):** Nil  
**Corequisite(s):** Nil  
**Credit points:**
INB220 BUSINESS ANALYSIS
This unit aims to give you an introduction to the role, knowledge, and skills required of a business analyst. This unit focuses on both the trades—tools and methods used by a business analyst, as well as the soft skills—creativity and communication, both of which are critical to successful business and requirements analysis. Through lectures, cases studies and role playing activities, you will develop basic knowledge and skills required for introductory business analysis (BA).

Antirequisites: INN220  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB221 TECHNOLOGY MANAGEMENT
This unit presents operational, tactical and strategic insights that support the activities central to the leadership and management of technology. These insights include project management, organisational leadership, outsourcing, planning, governance and millennium technologies. Such insights are used to inform decision-making - the core skill of any manager. Technology managers must understand the factors influencing any decision point. This unit equips students for the challenges of management and to contribute to the decision-making faced by managers and the staff who advise on these issues.

Prerequisites: INB103 or ITB002 or INB120 or ITB360  Antirequisites: ITN241, ITN251 and ITN366  Equivalents: ITB366, ITB241  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB250 SYSTEMS ARCHITECTURE
Contemporary computer-based systems are built from a wide range of technologies working at different levels of abstraction, from microprocessor hardware, to operating system and application software, to entire communications networks. At each abstraction level different techniques are needed to understand emergent properties of the system. This unit introduces some of the foundational principles commonly used to reason about the behaviour of computer-dependent systems at different levels of abstraction. Such techniques are especially important in the context of safety-, security- or mission-critical systems.

Prerequisite(s): Nil  Corequisite(s): Nil  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2009 SEM-2  Incompatible with: ITB005

INB251 NETWORKS
Computer systems and communications networks are essential to the activities of modern organisations. When you graduate from a course in Information Technology, employers expect you to have a sound understanding of the terminology and concepts of computer systems, communications networks, and network services. This unit provides you with an introductory study of communications network technologies and network applications. The unit serves as an entry point to further specialised studies in the field of computer network systems.

Prerequisite(s): Nil  Corequisite(s): Nil  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2009 SEM-1 and 2009 SEM-2  Incompatible with: ITB006

INB255 SECURITY
This unit aims to give you an understanding of the major issues in information security. You will be able to identify critical information security concepts and determine the information security implications of interactions between entities. You will have knowledge of a range of techniques for protecting information, and understand the limitations of these techniques. You will be aware of international information security management standards.

Antirequisites: ITB161, ITB523, ITB623, ITN161 and INN255  Equivalents: ITB730  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB270 PROGRAMMING
This unit aims to give you a positive introduction to the skills required in solving computational problems and implementing solutions in a programming or scripting language. Although some theoretical aspects of computer programming are introduced briefly, the overall emphasis of the unit is programming practice. The unit emphasises generic programming concepts and related problem-solving strategies. The skills you learn in this unit will be applicable to a wide variety of commonly-used, industrially-significant programming and scripting languages.

Prerequisite(s): INB104  Corequisite(s): Nil  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2009 SEM-1 and 2009 SEM-2  Incompatible with: ITB003, ITB112, ITB411 or equivalent

INB271 THE WEB
The aims of the unit are to give you a thorough understanding of what the web is, how it works and what it has to offer. Additionally, the unit aims to give you a general
understanding and basic skills in developing dynamic web applications, including an appreciation of the variety of implementation technologies available. Through an understanding of how web technologies have evolved to date, you will appreciate the necessity for lifelong learning and become an insightful predictor of future developments in this area. You will learn to critically analyse technological alternatives in order to adapt to and innovate with technologies that presently do not exist. You will appreciate the business or organizational context within which web applications exist and be skilled in communicating within that environment. You will appreciate the social and ethical issues relating to web based systems including accessibility, globalization, privacy, and piracy.

**Prerequisite(s):** INB104 or equivalent  
**Corequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-1 and 2009 SEM-2  
**Incompatible with:** ITB227 & ITB007

**INB272 INTERACTION DESIGN**

The aim of this unit is to provide you with an understanding of the theory, practices and challenges associated with the development of creative interactive design and human computer interaction.

**Prerequisites:** INB103 or INB181  
**Equivalents:** ITB254  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB301 THE BUSINESS OF IT**

This unit will prepare you for professional practice by giving you practical knowledge and skills about how to prepare a project plan and monitor its implementation. You will learn about the process of identifying a business opportunity and how to take advantage of that opportunity. You will learn about how to create successful entrepreneurial teams. You will gain an insight into the different challenges and approaches to funding a venture. You will learn how to break a project up into manageable tasks and estimate the duration of tasks to start planning a project schedule. You will be introduced to core strategic models, discuss typical strategy tools and then apply them to the 'Business of IT'. You will be introduced to techniques for conceptualising strategy, such as Strategy Maps / Balanced Scorecard. Different governance models would be introduced, with a focus on IT governance.

**Prerequisite(s):** Completion of at least 120 credit points of IT units  
**Corequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-1 and 2009 SEM-2  
**Incompatible with:** ITB009

**INB302 CAPSTONE PROJECT**

Students are to work together in a team of 4-5 on a project that addresses one of the following three types of problems: real business problems, real market needs, real research problems. This unit extends students’ development of the professional, technical and teamwork skills required by IT professionals in practice. Students will extend their knowledge and skills in the areas of IT project management through completing professional project documentation and managing the team project. Students will also gain a greater understanding and skill level in analysis and design, and their significance in delivering successful business or research outcome. The unit also focuses on furthering students’ professional skills in report writing, oral communication, and visual communication.

**Prerequisite(s):** ITB009 or INB301  
**Corequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB311 ENTERPRISE SYSTEMS**

The unit presents and discusses the Enterprise Systems Lifecycle model, orienting students to the requirements of addressing total cost of ownership, change management requirements and process modelling requirements in order to achieve business benefits. Concepts of Enterprise Systems success and associated enablers and barriers are also introduced. This unit introduces the technical architecture of complex 3-tiered client server environments. It seeks to show how an integrated complex database environment meets common business needs, and yet fails to meet the total Information Systems requirements.

**Antirequisites:** INN311  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB312 ENTERPRISE SYSTEMS APPLICATIONS**

The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and S&D) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. The unit enables you to experience both the business analyst view and the user's view of the system across a number of business processes.

**Antirequisites:** ITB233, INN312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**INB313 ELECTRONIC COMMERCE SITE DEVELOPMENT**

This unit will enable you to specify, design, implement and maintain effective e-commerce applications. You will obtain
a broad understanding of the potential of e-commerce and how it can be employed to benefit an organisation. You will get direct experience of creating an e-commerce storefront following a business to business (B to B) or business to consumer (B to C) model. You will also have an understanding of the computer systems that underpin e-commerce including payment systems and secure transactions.

Equivalents: ITB260  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB320 BUSINESS PROCESS MODELLING
The aim of this unit is to introduce you to modern methodologies of business process modelling. A main objective is to increase your awareness of the conceptual foundation of modelling and for the capabilities of BPMN and available tools. You will learn how to use grammars and tools to build, maintain and communicate practically relevant process models.

Equivalents: ITB298  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB322 INFORMATION SYSTEMS CONSULTING
The aim of the unit is to develop your skills in the consulting engagement process. This unit will give you an appreciation of the management of consulting practices and an understanding of the consulting sector generally. This unit presents the tactical and strategic issues involved in management consulting, and in particular: client engagement. In the unit there is an emphasis on Information Systems (IS) related work. IS constitutes a substantial portion of consulting activity and cuts across all areas of business expertise. The unit examines the dynamics of IS consulting within the context of large consulting firms and familiarises students with the consulting engagement lifecycle.

Antirequisites: ITB264, ITN264  Assumed knowledge: Completion of 96 credit points of an Undergraduate study is assumed knowledge  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB340 DATABASE DESIGN
The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

Prerequisites: INB210 or ITB004  Antirequisites: ITB229  Credit points: 12  Contact hours: 3 per week

Campus: Gardens Point  Teaching period: 2011 SEM-1

INB341 SOFTWARE DEVELOPMENT WITH ORACLE
This unit aims to develop a sound understanding of database creation, installation, administration, management, security, back up/recovery and application development. The unit aims to develop practical skills in each of these elements, using appropriate Oracle software.

It is expected that students undertaking this unit will have prior knowledge of relational database terminology and concepts, be thoroughly able to develop SQL for querying, updating and creating tables, and have a sound knowledge of database design.

Prerequisites: INB210 or ITB004 or INB122  Equivalents: ITB223  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB342 ENTERPRISE DATA MINING AND DATA ANALYSIS
This unit will provide a comprehensive theoretical coverage of various topics in data and web mining. In addition there will be a significant practical component using hands on tools to solve real-world problems. Specifically, we will consider techniques from machine learning, data mining, text mining, and information retrieval to extract useful knowledge from data which are used for business intelligence, document databases, site management, personalization, and user profiling. This unit will first cover a detailed overview of the mining process and techniques, and then concentrate on applications of these techniques to web, e-commerce, document databases and data from advanced applications.

Prerequisites: INB122 or INB210 or INB340 or AYB114  Antirequisites: INN342  Equivalents: ITB239  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB350 INTERNET PROTOCOLS AND SERVICES
An understanding of the theoretical and practical concepts of network protocols and services is highly useful and relevant to network engineers and others working in the Information Processing industries. This unit introduces you to Internet protocols and the design, implementation and operation of network based applications. Theory and practical skills taught in this unit will be useful if you intend undertaking further networking units.

Prerequisites: INB251 or ITB006 or ITB510  Antirequisites: ITB624, ITB629, ITB720, ITN525, ITN667,
ITN720  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB351 UNIX NETWORK ADMINISTRATION

The aim of this unit is to provide students with a working knowledge of the technical aspects and theory of network administration and management. The unit uses the Unix environment as the learning platform for attaining technical skills and for the development of problem solving skills necessary to be a successful networking professional.

Prerequisites: INB350  Equivalents: ITB721, ITB625, ITB535, ITB525  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB352 NETWORK PLANNING

The unit draws together subject matter from a number of different networking-related areas. The aim of the unit is to assemble the previously acquired knowledge and techniques and apply it in a cohesive fashion to the task of network planning.

Prerequisites: INB350  Antirequisites: ITB551, ITB628, ITB722, INN352, ITN551, ITN722, ENN523  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB353 WIRELESS AND MOBILE NETWORKS

This unit provides you with the skills to be able to design and understand the issues involved with different types of wireless communications systems. It develops your knowledge of Wide Area Networks (WANs), Local Area Networks (LANs) and Personal Area Networks (PANs) as well as skills in programming for mobile handsets. You will also develop knowledge of the different types of wireless communications technologies available and when each is most applicable in a particular situation.

Prerequisites: INB251 or ITB006  Antirequisites: ITN723  Assumed knowledge: Networks or equivalent networking knowledge. Assumed knowledge  Equivalents: ITB723  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB355 CRYPTOLOGY AND PROTOCOLS

Cryptographic techniques are widely used to implement computer and network security. As an IT security professional you may be required either to evaluate or implement information systems using cryptographic algorithms and protocols. This elective unit covers the main cryptographic technical concepts including encryption, digital signatures and cryptographic protocols.

Antirequisites: ITB646, ITB548, ITB566  Assumed knowledge: Maths B or equivalent is assumed knowledge.  Equivalents: ITB732  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB365 SYSTEMS PROGRAMMING

Systems programming is an essential part of any computer-science education. This unit uses operating system concepts to teach the foundations of systems programming and advanced concepts for producing softwares that provide services to computer hardware. Through this study, you will be able to demonstrate knowledge of the principles and techniques of process management, memory and file management, protection & security, and distributed systems.

Prerequisites: INB270 or ITB003 or INB371  Antirequisites: ITB745, ITB706, INN365  Assumed knowledge: Fundamentals of computer architecture; high level programming languages (such as C, C++, Java, Python) is assumed knowledge.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2

INB370 SOFTWARE DEVELOPMENT

Understanding software development is an integral part of the IT industry for software engineers. Software development relies on object technologies, programming techniques and numerous code libraries provided by language developers and third party vendors. Integrated Development Environments, unit testing frameworks, automated and continuous build tools and versioning systems are all becoming part of the tool set modern software developers must be familiar with. This unit is designed to introduce these technologies and techniques to show how software can be rapidly developed.

Prerequisites: INB270 or ITB003  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB371 DATA STRUCTURES AND ALGORITHMS

The purpose of this unit is to ensure that you have a sound knowledge of modern programming techniques and their use in providing medium-scale software solutions. This unit will teach you to decompose a problem and produce a modular solution to a programming task. The principles to analyse algorithms for efficiency will also be introduced. In addition, you will acquire the necessary skills for you to use the tools available in common development environments, such as Microsoft Visual Studio.

Prerequisites: INB270 or ITB003  Antirequisites: ITB711, ITB702, INN371  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-2
period: 2011 SEM-1

INB372 AGILE SOFTWARE DEVELOPMENT
This unit introduces you to the software development process. You will look at each of the major activities involved in developing a software system. You will also learn how to manage and control the software development process for a large project when a number of team members are involved in the development. This unit develops the professional practice of working on large software systems.

Prerequisites: INB370 Antirequisites: INN372, ITB612, ITB712 Assumed knowledge: Good programming, debugging, testing and software development skills.
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-2

INB373 WEB APPLICATION DEVELOPMENT
This unit will provide you with an understanding of the issues, structure and technologies used for developing web-based systems. The unit will provide you with the theoretical and practical skills needed to develop enterprise critical applications designed with an n-tier architecture using state of the art technologies. A comparative technology approach is taken, including an analysis of how web technologies have evolved to date, in order to identify common themes and to better enable you to comprehend and critically evaluate future web technology offerings.

Prerequisites: INB271 or ITB007 Antirequisites: INN271, INN373 Equivalents: ITB716 and ITN716
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1

INB374 ENTERPRISE SOFTWARE ARCHITECTURE
This unit aims to introduce you to the field of enterprise architecture. It attempts to give you a grounding in the basic knowledge and skills required by an enterprise architect. This includes a solid understanding of the IT challenges currently facing medium to large size organizations, the theory and technologies currently used to address them and an appreciation of the business imperative for which they are utilized.

Prerequisites: INB270 or ITB003 Equivalents: ITB717
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-2

INB381 MODELLING AND ANIMATION TECHNIQUES
The development of computer graphics tools is a significant application within the IT, Games and related industries, relying heavily on software engineering methodologies. These tools, such as CAD systems, 3D modelling systems and games engines, are used in such industries as advertising, engineering, manufacturing, simulation for education and training, computer games, film special effects, etc. Modelling techniques are intrinsic to a 3D graphics system, especially one used for real time animation. With increased CPU and GPU power, the ability to animate in real time is allowing more sophisticated interaction and the merger of games/simulation and film. The unit will provide you with the knowledge and skills to use an industry standard graphics API to implement graphics applications and to develop a basic real time animation system using an industry standard language.

Prerequisites: INB371 and MAB281 Equivalents: ITB746
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-2

INB382 REAL TIME RENDERING TECHNIQUES
This unit will provide you with knowledge and skills in basic to advanced techniques in real-time rendering using shading languages. You will be able to implement a high-quality real-time rendering system in an industry standard API.

Prerequisites: INB371, INB381 and MAB281 Antirequisites: ITB648 and ITB649 Equivalents: ITB747
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1

ITB001 PROBLEM SOLVING AND PROGRAMMING
This unit aims to give you a positive introduction to the analytical skills required in computer programming. It assumes you have little or no previous programming experience. The unit emphasises generic programming concepts and related problem-solving strategies. The skills you learn in the unit will be applicable to a wide variety of commonly-used, industrially-significant programming and scripting languages.

Prerequisite(s): Nil Corequisite(s): Nil Credit points: 12 Contact hours: 4 Campus: Gardens Point Teaching period: 2008 SEM-1 and 2008 SEM-2

ITB002 IT PROFESSIONAL STUDIES
This unit aims to develop your professional skills and capabilities by providing theoretical and practical opportunities in the following areas: how IT teams operate, effective oral and written communication, team meeting processes and procedures, ethical and social responsibilities of the IT professional, information literacy and traits for life long learning. Demonstrable competency in these areas will be an expectation in subsequent units and will be developed further in them.

Prerequisite(s): Nil Credit points: 12 Contact hours: 3 Campus: Gardens Point and Carseldine Teaching
The aims of the unit are to give you a thorough understanding of what the web is, how it works and what is has to offer. Additionally, the unit aims to give you a general understanding and basic skills in developing dynamic web applications, including an appreciation of the variety of implementation technologies available. Through an understanding of how web technologies have evolved to date, you will appreciate the necessity for lifelong learning and become an insightful predictor of future developments in this area. You will learn to critically analyse technological alternatives in order to adapt to and innovate with technologies that presently do not exist. You will appreciate the business or organizational context within which web applications exist and b

Prerequisite(s): ITB001, ITB002, ITB004  Credit points: 12  Contact hours: 4  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: ITB112

MAB281 MATHEMATICS FOR COMPUTER GRAPHICS
Computer graphics is a rapidly growing field of the computer science industry. It has applications in computer games, virtual reality, CAD systems and geometric modelling. Fundamental to all of these applications is mathematics. Thus, to be a working professional in this area you will need a working knowledge of the basic mathematics and concepts that are central to this field. This unit is also ideal for non-specialists as it demonstrates some of the various fields of applications of mathematics in everyday life. The aim of this unit is to introduce you to the mathematics of computer graphics and relate this to the solutions of problems that arise in the many applications of computer graphics.

**Assumed knowledge:** Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MGB200 LEADING ORGANISATIONS**

This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MGB211, CTB211, MGB222, CTB232  
**Equivalents:** MGX200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**

This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** MGX201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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, MGX207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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, MGX210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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:** BSB123 or BSB122  
**Antirequisites:** AMB201, CTB201  
**Equivalents:**  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MGB223 ENTREPRENEURSHIP AND INNOVATION**

This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB223, MGX223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**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:** BS115, CTB115, BS119 or BS124

**Antirequisites:** MGB312  
**Equivalents:** IBB205, MGX225

**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**MGB309 STRATEGIC MANAGEMENT**

In this unit fundamental elements of strategy, which can be 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:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Equivalents:** MGX309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

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**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Equivalents:** MGX310  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-2

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**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  
**Teaching period:** 2011 SEM-1

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**MGB320 RECRUITMENT AND SELECTION**

This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.

**Prerequisites:** MGB339 or MGB221  
**Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

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**MGB324 MANAGING BUSINESS GROWTH**

This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

**Prerequisites:** MGB223  
**Equivalents:** MGB319, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1

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**MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS**

This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Equivalents:** MGX331  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1
MGB335 PROJECT MANAGEMENT
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.

Prerequisites: (MGB210 and MGB309) or (MGB210 and AMB303)
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.

Prerequisites: MGB201, MGB207, or CTB207
Equivalents: MGB221, MGX339
Credit points: 12
Contact hours: 3
Campus: Gardens Point
Teaching period: 2011 SEM-1

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.

Prerequisites: MGB331 and BSB124
Equivalents: MGB315, MGX370
Credit points: 12
Contact hours: 3
Teaching period: 2011 SEM-1 and 2011 SEM-2