Bachelor of Business/Bachelor of Information Technology (IX33)

Year offered: 2010
Admissions: No
CRICOS code: 059595C
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $4,300 (indicative) per semester
International Fees (indicative): 2010: $10,500 (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.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Course coordinator: Dr Erica French (Business), Associate Professor Ruth Christie (Science and Technology)
Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

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
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 Computer Network Administration
INB352 Network Planning and Deployment
INB255 Security

Electives
INB312 Enterprise Systems Applications
INB365 Systems Programming
INB353 Wireless and Mobile Networks
INB355 Cryptology and Protocols

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 is only to be used as a prereq for INB381

INB381 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

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

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### Advertising Major

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

### Year 1 Semester 2
- BSB110 Accounting

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### 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

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

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### 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
EFB312  International Finance
EFB201  Financial Markets

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
BSB113  Economics
BSB115  Management

Year 1 Semester 2
BSB124  Working in Business
BSB126  Marketing

Year 2 Semester 1
BSB110  Accounting
EFB223  Economics 2

Year 2 Semester 2
BSB123  Data Analysis
BSB119  Global Business

Year 3 Semester 1
EFB331  Intermediate Microeconomics
EFB330  Intermediate Macroeconomics

Year 3 Semester 2
EFB222  Quantitative Methods For Economics and Finance
EFB328  Public Economics and Finance

Year 4 Semester 1
BSB111  Business Law and Ethics
EFB200  Applied Regression Analysis

Year 4 Semester 2
EFB338  Contemporary Application of Economic Theory
EFB314  International Trade and Economic Competitiveness

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
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
MGB207  Human Resource Issues and Strategy
MGB220  Business Research Methods

Year 3 Semester 2
MGB200  Leading Organisations
HRM Option Unit

Year 4 Semester 1
MGB331  Learning and Development in Organisations
MGB339  Performance and Reward

Year 4 Semester 2
MGB320  Recruitment and Selection
HRM Option Unit

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>Unit 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>

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

### 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**
- BSB123  Data Analysis
- MGB200  Leading Organisations

**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
- MGB336  International Marketing
- Management Option Unit

**Year 4 Semester 2**
- Management Option Unit
- MGB335  Project Management
- Management Option Unit List

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Published on : 16 May 2011  
Page 4/28
Management students must choose two from the following list (one must be a Level 3 unit):

- MGB201 Contemporary Employment Relations
- MGB218 Managing Business Growth
- MGB314 Organisational Consulting and Change
- MGB315 Personal and Professional Development
- IBB205 Intercultural Communication and Negotiation Skills

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

### Marketing Major

**Year 1 Semester 1**
- BSB123 Data Analysis
- BSB126 Marketing

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

**Year 2 Semester 1**
- BSB124 Working in Business
- BSB119 Global Business

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

**Year 3 Semester 1**
- AMB200 Consumer Behaviour
- AMB240 Marketing Planning and Management

**Year 3 Semester 2**
- AMB201 Marketing and Audience Research
- AMB335 E-marketing Strategies

**Year 4 Semester 1**
- AMB340 Services Marketing
- AMB202 Integrated Marketing Communication

**Year 4 Semester 2**
- AMB359 Strategic Marketing
- AMB252 Business Decision Making

OR

- AMB336 International Marketing

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

### Public Relations 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**
- AMB201 Marketing and Audience Research
- AMB263 Introduction To Public Relations

**Year 3 Semester 2**
- AMB261 Media Relations and Publicity
- AMB262 Public Relations Writing

**Year 4 Semester 1**
- AMB374 Global Public Relations Cases
- AMB360 Corporate Communication Management

**Year 4 Semester 2**
- AMB379 Public Relations Campaigns
- AMB371 Corporate Communication Strategies

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

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

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

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

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

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

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

Electronic Business Core units
BSB212 is replaced by AYB114 Business Technologies
BSB213 is replaced by AYB115 Governance Issues and Fraud
BSB314 is replaced by Forensic and Business Intelligence
ITB233 is now INB312 Enterprise Systems Application
ITB823 is now INB830 Web Sites for E-Commerce
ITB239 is now INB342 Enterprise Data Mining

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

International Business Core units
IBB202 is replaced by EFB240 Finance for International Business
IBB208 IBB208 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB210 is now replaced by AMB210 Importing and Exporting
IBB213 is now AMB336 International Marketing
IBB217 IBB217 is no longer offered. Please contact the School of AMPR regarding a replacement unit. (Email: ampradmin@qut.edu.au)
IBB300 is now AMB369 International Business Strategy
IBB308 is replaced by MGB340 International Business in the Asia-Pacific

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

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

Public Relations Core units
AMB260 is replaced by AMB263 Introduction to Public Relations
AMB360 is replaced by AMB373 Corporate Communication
AMB361 is replaced by AMB379 Public Relations Campaigns

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

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

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

Banking Extended Major (BFX)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Original Course</th>
<th>New Course</th>
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<tr>
<td>AYB312</td>
<td>is now AYB232 Financial Institutions Law</td>
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<tr>
<td>EFB200</td>
<td>is replaced by EFB333 Introductory Econometrics</td>
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<tr>
<td>EFB318</td>
<td>is replaced by EFB335 Investments</td>
<td></td>
</tr>
<tr>
<td>MGB218</td>
<td>is now MGB324 Managing Business Growth</td>
<td></td>
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<tr>
<td>MGB315</td>
<td>is now MGB370 Personal &amp; Professional Development</td>
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<tr>
<td>IBB210</td>
<td>is replaced by AMB210 Importand and Exporting</td>
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<tr>
<td>IBB303</td>
<td>is now AMB303 International Logistics</td>
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<td>Marketing Extended Major (MKX)</td>
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<tr>
<td>AMB251</td>
<td>now retitled AMB251 Innovation and Brand Management</td>
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<tr>
<td>AMB260</td>
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<tr>
<td>AMB351</td>
<td>is now AMB209 Tourism Marketing</td>
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<tr>
<td>AMB352</td>
<td>is replaced by AMB252 Business Decision Making</td>
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<tr>
<td>AMB354</td>
<td>is now AMB208 Events Marketing</td>
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<tr>
<td>IBB213</td>
<td>is now AMB336 International Marketing</td>
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<td>IBB303</td>
<td>is now AMB303 International Logistics</td>
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<td>Public Relations Extended Major (PRX)</td>
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<tr>
<td>AMB370</td>
<td>is replaced by AMB374 Global Public Relations Cases</td>
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<td>AMB371</td>
<td>is replaced by AMB375 Public Relations Management</td>
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<td>Business Law and Tax Specialisation (BLS)</td>
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<tr>
<td>AYB223</td>
<td>is replaced by AYB230 Corporations Law</td>
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<tr>
<td>AYB325</td>
<td>is now AYB219 Taxation Law</td>
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<tr>
<td>AYB305</td>
<td>is now AYB205 Company Law &amp; Practice</td>
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<tr>
<td>AYB312</td>
<td>is now AYB232 Financial Institutions Law</td>
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<tr>
<td>BSB213</td>
<td>is now AYB115 Governance Issues in E-Business</td>
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<td>Electronic Business Specialisation (EUS)</td>
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<tr>
<td>BSB212</td>
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<td>BSB213</td>
<td>is replaced by AYB115 Governance Issues and Fraud</td>
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<td>BSB314</td>
<td>is replaced by AYB341 Forensic and Business Intelligence</td>
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<tr>
<td>ITB233</td>
<td>is now INB312 Enterprise Systems Applications</td>
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<tr>
<td>ITB823</td>
<td>is now INB380 Web Sites for E-Commerce</td>
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<td>ITB239</td>
<td>is now INB342 Enterprise Data Mining</td>
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<td>Financial Economics Specialisation (FES)</td>
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<tr>
<td>EFB102</td>
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<tr>
<td>EFB202</td>
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<tr>
<td>Human Resource Management Extended Major (HRX)</td>
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<tr>
<td>MGB315</td>
<td>is now MGB370 Personal and Professional Development</td>
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<tr>
<td>IBB205</td>
<td>is now MGB225 Intercultural Communication and Negotiation Skills</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>IBB205</td>
<td>is now MGB225 Intercultural Communication and Negotiation Skills</td>
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<tr>
<td>IBB303</td>
<td>is now AMB303 International Logistics</td>
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<tr>
<td>AMB230</td>
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<tr>
<td>IBB312</td>
<td>is replaced by AMB300 Independent Project 1</td>
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<tr>
<td>AMB230</td>
<td>now retitled AMB230 Digital Promotions</td>
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<tr>
<td>Management Extended Major (MNX)</td>
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<tr>
<td>IBB205</td>
<td>is now MGB225 Intercultural Communication and Negotiation Skills</td>
<td></td>
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<tr>
<td>AMB230</td>
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<td></td>
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<td>ITB233</td>
<td>is now INB312 Enterprise Systems Applications</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>
<td></td>
</tr>
</tbody>
</table>

Published on: 16 May 2011
Macroeconomics

EFB211 is replaced by EFB331 Intermediate Microeconomics

EFB329 is now 338 Contemporary Applications of Economics

EFB314 is replaced by EB336 International Economics

EFB324 is replaced by EFB201 Financial Markets

EFB325 is replaced by EFB337 Game Theory and Applications

Integrated Marketing Communication Specialisation (IMS)

AMB260 is replaced by AMB263 Introduction to Public Relations

AMB230 now retitled AMB230 Digital Promotions

AMB354 is now AMB208 Events Marketing

International Logistics Specialisation (ILG)

IBB303 is now AMB303 International Logistics

BSB314 is replaced by AYB341 Forensic and Business Intelligence

IBB210 is replaced by AMB210 Importing and Exporting

EFB213 is replaced by AMB252 Business Decision Making (offered Sem 2); OR MGB335 Project Management (offered Sem 1 & 2)

Sales Specialisation (SALES)

AMB230 now retitled AMB230 Digital Promotion

AMB250 is replaced by MGB225 Intercultural Communication and Negotiation Skills

International Exchange Specilisation (IEX)

IBB205 is now MGB225 Intercultural Communication and Negotiation Skills

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

INB103 Industry Insights

INB250 Systems Architecture

BBUS Business Faculty Core Unit

BBUS Business Faculty Core Unit

Year 1, Semester 2

INB210 Databases

INB251 Networks

BBUS Business Faculty Core Unit

BBUS Business Faculty Core Unit

Year 2, Semester 1

INB104 Building IT Systems

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

BBUS Business Faculty Core Unit

BBUS Business Faculty Core Unit

Year 2, Semester 2

INB270 Programming

INB271 The Web

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

INB301 The Business of IT

IT Major Unit

BBUS Business Faculty Major Unit

BBUS Business Faculty Major Unit

Year 4, Semester 1

INB302 Capstone Project

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

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

Published on: 16 May 2011
### IX33 - Bachelor of Business/Bachelor of Information Technology Course structure 2007

#### Year 1, Semester 1
- ITB002: IT Professional Studies
- ITB005: Systems Architecture
- BBUS: Business Faculty Core Unit
- BBUS: Business Faculty Core Unit

#### Year 1, Semester 2
- 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
UNIT SYNOPSISES

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB204
Equivalents: CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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.
Provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.
Prerequisites: BSB119 or CTB119
Equivalents: IBB210
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB220 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, CTB126, BSB116, or BSB117
Antirequisites: COB207, MIB309
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2
advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB308
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

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: CTB240
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB252 BUSINESS DECISION MAKING

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
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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: IBB303
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB318 ADVERTISING COPYWRITING

Prerequisites: AMB220 or COB308
Equivalents: AMB221
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB319 MEDIA PLANNING

Prerequisites: AMB220
Equivalents: AMB222
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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)
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB335 E-MARKETING STRATEGIES
Prerequisites: AMB240 or CTB240, and AMB201 or CTB201
Equivalents: AMB241
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMB336 INTERNATIONAL MARKETING
Prerequisites: AMB240, CTB240, AMB210, or IBB210
Equivalents: IBB213
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMB339 ADVERTISING CAMPAIGNS
Prerequisites: AMB320 and AMB330
Equivalents: AMB321
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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: CTB340
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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
Credit points: 12
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 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:** IBB300  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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

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

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

**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  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2 and 2010 SUM

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

**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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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 systems; examining how managers can design organisations to motivate individuals to make choices that increase firm value; 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:** AYB325  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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, and AYB340 or AYB220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 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  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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 systems; examining how managers can design organisations to motivate individuals to make choices that increase firm value; 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:** AYB325  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SUM  

**BSB110 ACCOUNTING**

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

**Antirequisites:** BSB110, CNB293, UDB342  
**Equivalents:** CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM  

**BSB111 BUSINESS LAW AND ETHICS**

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

**Antirequisites:** AYB120 **Equivalents:** CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB113 ECONOMICS**

This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

**Antirequisites:** BSD113  
**Equivalents:** CTB113  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**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:** CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB119 GLOBAL BUSINESS**

This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.

**Antirequisites:** BSB116, BSB112  
**Equivalents:** CTB119  

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB123 DATA ANALYSIS**

The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.

**Antirequisites:** BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB124 WORKING IN BUSINESS**

This unit will help you to kickstart your study and your career in business regardless of your specific discipline. Not only does "Working in Business" give you an understanding of where business has come from and where it is headed, but you will also gain insights into yourself and how you can develop as both a student and professional in the business world. It covers an overview of business, the important issues for working as a professional in an organisation, and also gives you the opportunity to reflect on your own skills, preferences and career options so you can plan a future that suits you.

**Antirequisites:** BSB114, CTB114, HHB113  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB126 MARKETING**

This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

**Antirequisites:** BSB116  
**Equivalents:** CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM
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 multicollinearity, 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.

Prerequisites: BSB113 or CTB113  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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; financial mathematics applied to the pricing of debt and equity securities; a firm’s investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

Prerequisites: BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
Antirequisites: EFB206  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE

Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
Antirequisites: EFB101  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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: BSB113 or CTB113  
Equivalents: EFB102

Credit points: 12  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  
Antirequisites: EFB312, MIB202  
Equivalents: IBB202

Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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 takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.

Prerequisites: EFB210  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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.
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: EFB212

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

Prerequisites: EFB223 or EFB102  
Equivalents: EFB202  
Credit points: 12  
Teaching period: 2010 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS

Prerequisites: EFB223 or EFB102  
Equivalents: EFB211  
Credit points: 12  
Teaching period: 2010 SEM-1

EFB333 INTRODUCTORY ECONOMETRICS

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

EFB335 INVESTMENTS

Prerequisites: EFB307  
Antirequisites: EFB318  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY

This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.

Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  
Equivalents: EFB329  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-2

IBB205 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.

Prerequisite(s): BSB115 or CTB115 or BSB119 or CTB119  
Contact hours: 3 per week  
Campus: Gardens Point  
Incompatible with: MIB205, MGB312

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:** ITB004 and ITB115

### 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:** 2010 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:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** ITB004 and ITB115

### 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).

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 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: 2010 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 and ITN161
Equivalents: ITB730
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 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: 2010 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 Incompatible with: ITB010

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.

Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 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: 2010 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.

Equivalent: ITB260 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

INB320 BUSINESS PROCESS MODELLING
The aim of this unit is to introduce you to modern methods and tools of business process management. These skills will be applied to the most complex, comprehensive and relevant IT applications. This unit also seeks to develop logical thinking and the capability to understand and deal with complex systems, within a business management framework. The content will focus strongly on business process modelling, as a fundamental technique to manage the complexity associated with process management tasks within various contexts.

Equivalent: ITB298 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 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:** 2010 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:** 2010 SEM-1

**INB341 SOFTWARE DEVELOPMENT WITH ORACLE**
Oracle Corporation is the leading supplier of database software. 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:** 2010 SEM-2

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

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

**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:** ITB264, ITB629, ITB720, ITN525, ITN667, ITN720  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**INB351 COMPUTER NETWORK ADMINISTRATION**
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. 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. 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. 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:** INB350  **Equivalents:** ITB721, ITB625, ITB535, ITB525  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**INB352 NETWORK PLANNING AND DEPLOYMENT**
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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 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 is assumed knowledge  Equivalents: ITB723
Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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: 2010 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  Antirequisites: INN365, ITB745, ITB706  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: 2010 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 or INN270  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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: 2010 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: 2010 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:** INN373  
**Equivalents:** ITB716 and ITN716  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 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:** 2010 SEM-2

**INB381 MODELLING AND ANIMATION TECHNIQUES**

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

**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. Offered at Carseldine first semester only.

**Prerequisite(s):** Nil  
**Corequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 4  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** ITB111

**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 period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** ITB116

**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 period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** ITB116

**ITB003 OBJECT ORIENTED PROGRAMMING**

Object Oriented Programming aims to develop your software design and development skills gained in ITB001, taking you from procedural programming and problem solving into an Object Oriented approach. This unit is required by all IT majors, and is designed to be
complimentary to ITB008: Modelling, Analysis and Design. You will use industry standard design approaches coupled with an industrial strength\textsuperscript{2} OO programming language to design and implement a real-life\textsubscript{2} software application. Along the way, you will gain a solid foundation in the principals of OOP, including encapsulation, polymorphism and inheritance, allowing you to solve real-world problems using the Object-Oriented design paradigm.

**Prerequisite(s):** ITB001  
**Credit points:** 12  
**Contact hours:** 4  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** ITB112

### ITB003 OBJECT ORIENTED PROGRAMMING

Object Oriented Programming aims to develop your software design and development skills gained in ITB001, taking you from procedural\textsuperscript{1} programming and problem solving into an Object Oriented approach. This unit is required by all IT majors, and is designed to be complimentary to ITB008: Modelling, Analysis and Design. You will use industry standard design approaches coupled with an industrial strength\textsuperscript{2} OO programming language to design and implement a real-life\textsubscript{2} software application. Along the way, you will gain a solid foundation in the principals of OOP, including encapsulation, polymorphism and inheritance, allowing you to solve real-world problems using the Object-Oriented design paradigm.

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

### ITB004 DATABASE SYSTEMS

The aim of this unit is to introduce you to the structure and role of databases in modern businesses.

**Prerequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** ITB115

### ITB004 DATABASE SYSTEMS

The aim of this unit is to introduce you to the structure and role of databases in modern businesses.

**Prerequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** ITB115

### ITB005 SYSTEMS ARCHITECTURE

The aims of this unit are twofold. First is to introduce you to the challenging field of Systems Architecture and provide you with practical skills in using a range of modern computer operating systems through the presentation of case studies involving current technology and their relationship and interconnection within a contemporary computer systems architecture; and secondly, to provide you with sufficient knowledge to enable you at the completion of this unit, to make informed choices about areas of specialisation within your degree and be well prepared to undertake specialist units of your choice.

**Prerequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** ITB113

### ITB005 SYSTEMS ARCHITECTURE

The aims of this unit are to provide an introductory study of computer networks within the IT profession.

**Prerequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** ITB114

### ITB006 NETWORKS

The aim of the unit is to provide an introductory study of computer networks within the IT profession.

**Prerequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2007 SEM-1 and 2007 SEM-2  
**Incompatible with:** ITB114

### ITB007 WEB DEVELOPMENT

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: 3    Campus: Gardens Point
Teaching period: 2007 SEM-1 and 2007 SEM-2
Incompatible with: ITB227

ITB007 WEB DEVELOPMENT
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: 3    Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2
Incompatible with: ITB227

ITB008 MODELLING ANALYSIS AND DESIGN
The aim of this unit is to introduce students to the range of application systems found within organisations, the basic concepts of object orientation, the theory and practice of object modelling, analysis and design, the principles of software engineering and the team processes required to work in a modelling, analysis and design team.
Prerequisite(s): ITB002    Credit points: 12    Contact hours: 3    Campus: Gardens Point and Carseldine
Teaching period: 2007 SEM-1, 2007 SEM-2 and 2007 SUMMER
Incompatible with: ITB118

ITB008 MODELLING ANALYSIS AND DESIGN
The aim of this unit is to introduce students to the range of application systems found within organisations, the basic concepts of object orientation, the theory and practice of object modelling, analysis and design, the principles of software engineering and the team processes required to work in a modelling, analysis and design team.
Prerequisite(s): ITB002    Credit points: 12    Contact hours: 3    Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2
Incompatible with: ITB118

ITB009 CORE PROJECT MANAGEMENT
This unit extends your development of the professional, technical and teamwork skills required by IT professionals in practise. It enables you to understand the process of project initiation and to build on this base in the following ITB10 Project 2 (or your Co-op appointment the following year).
Prerequisite(s): 144 cp overall including 96 cp of IT units
Credit points: 12    Contact hours: 3    Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2
Incompatible with: ITB613, ITB240

ITB009 CORE PROJECT INITIATION
This unit extends your development of the professional, technical and teamwork skills required by IT professionals in practise. It enables you to understand the process of project initiation and to build on this base in the following ITB10 Project 2 (or your Co-op appointment the following year).
Prerequisite(s): 144 cp overall including 96 cp of IT units
Credit points: 12    Contact hours: 3    Campus: Gardens Point
Teaching period: 2008 SEM-1 and 2008 SEM-2
Incompatible with: ITB613, ITB240

ITB100 CORE PROJECT IMPLEMENTATION
This capstone unit extends development of the professional, technical and teamwork skills required by IT professionals in practice. It enables you to understand the process of project implementation and to build on this base in your professional career.
Prerequisite(s): ITB009    Credit points: 12    Contact hours: 3    Campus: Gardens Point
Teaching period: 2008 SEM-1, 2008 SEM-2 and 2008 SUMMER

ITB100 CORE PROJECT IMPLEMENTATION
This capstone unit extends development of the professional, technical and teamwork skills required by IT professionals in practice. It enables you to understand the process of project implementation and to build on this base in your professional career.
Prerequisite(s): ITB009    Credit points: 12    Contact hours: 3    Campus: Gardens Point
Teaching period: 2007 SEM-1 and 2007 SUMMER

MAB281 MATHEMATICS FOR COMPUTER GRAPHICS
This unit introduces students to the mathematics involved in computer graphics, computer games and virtual reality. It is heavily reliant on analytic, Euclidean and projective geometries in 2D and 3D, elementary trigonometry, elementary linear algebra and elementary calculus. The unit will develop the mathematical concepts and where practicable show how these concepts are then applied in the field of computer graphics. Students must have completed four semesters of Senior Mathematics B with an exit level of Sound Achievement, or have passed MAB105 (or equivalent).
Assumed knowledge: Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge.    Credit points: 12
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  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

MGB218 MANAGING BUSINESS GROWTH
Entrepreneurial management is becoming a critical skill for rapidly growing small and medium sized enterprises (SMEs) and for small business units (SBUs) in large corporations. This unit examines and compares the venture growth processes for entrepreneurial managers. This unit focuses on the post start up issues for the entrepreneurial venture. It considers the rapid growth issues in the identification, analysis and learning processes for SMEs.
Prerequisite(s): 96 credit points of approved study
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 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:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB309 STRATEGIC MANAGEMENT**

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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**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 the private, public, and not-for-profit sectors.  
**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB314 ORGANISATIONAL CONSULTING AND CHANGE**

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

**MGB315 PERSONAL AND PROFESSIONAL DEVELOPMENT**

This unit develops personal, interpersonal and professional competencies (in both cognitive and affective domains) necessary for a human resource or management professional. It develops personal awareness and understanding, interpersonal competencies, and professional skills. This unit also examines influence processes, negotiation and conflict resolution and stress management. It emphasises the design of processes to achieve outcomes and skills of reflective practice. The focus in on developing skills to enhance individual competence and leadership skills to enhance effectiveness.  
**Prerequisite(s):** MGB211 or CTB211 or MGB222 or CTB232 or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine

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

**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:** MGB221, CTB211, MGB222, CTB232, or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 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: 2010 SEM-1 and 2010 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  Credit points: 12  Contact hours: 3  

Teaching period: 2010 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  Credit points: 12  Contact hours: 3  

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